

Starckroom





The modern formula for building business
is to improve your shirt work. Leading laundries
everywhere are doing it by using Satinette Starch
exclusively. Better appearance, smoother finish,
greater comfort brings customers back again and again.

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO

Laundry and Drycleaning Jobbers point with pride



ALL-STEEL FRAME is of high carbon, spring steel rods to absorb the heaviest impact . . . welded to rims at a single joint by means of a new process which is guaranteed to make the weld actually strong as the rod.

CANVAS is extra-heavy, durable cotton, smooth finished duck—woven on our own looms. It will not snag the softest fabric. Stitched with high breaking test cotton thread throughout. Unexcelled quality for long use.

Ask for Catalog No. 1053 showing 15 styles in capacities from 2 to 20 bushels.



... to COTTONBLOSSOM

NO. 55 ELEVATED TRUCK has swivel casters on four corners, and provides easy operation without stooping. The rigid steel legs support the body firmly. Sizes: 2 to 6 bushel capacity.

BASKETS, TRUCKS & HAMPERS



NO. 30 GENERAL UTILITY TRUCK. Combination stationary-swivel casters. Four-ply duck handles riveted to canvas body. Strong reinforcing strips applied to the sides and ends. Sizes: 6 to 20 bushel capacity.



The COTTONBLOSSOM Line of Laundry Textiles . . . Sold Through Jobbers Only

CHICAGO 54: 10-103 Merchandise Mart, Phone Delaware 7-5193
LOS ANGELES 7: 3763 S. Broadway, Phone Adams 6171-72
DETROIT 16: 1627 West Fort Street, Suite 515,
Phone Woodward 1-9673



SOUTHERN MILLS, INC.

585 Wells Street, S.W., Phone Lamar 1991: ATLANTA
233 Broadway, Phone Beekman 3-9260: NEW YORK 7
Room 523 Second Unit, Santa Fe Bldg., DALLAS 1
Phone Prospect 3981

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXI, No. 4, APRIL 15, 1954

Features

| | |
|--|----|
| Rail Returns Pin-Bar to Sorters..... | 9 |
| White Way Reduced Claims—With New Help!.....By James A. Barnes | 10 |
| We Handle Sport Shirts Three Different Ways.....By John K. Witherspoon | 14 |
| Paper Patter.....By Henry Mozdzer | 16 |
| Folding Sport Shirts.....By James A. Barnes | 18 |
| It's All in Knowing How.....By Henry Mozdzer | 22 |
| Laundry Marks Aid Crime Detection.....By Henry Mozdzer | 26 |
| Starchroom's Laundry Primer, Part XXVI.....By Margret Reschetar | 32 |
| Control on Wet-Assembly Rail..... | 34 |

Cleaning

| | |
|---|----|
| How Buckley Cuts Cleaning Room Costs.....By Henry Mozdzer | 64 |
|---|----|

Engineering

| | |
|---|----|
| A B C's of Air Conditioning.....By Joseph C. McCabe | 68 |
|---|----|

Conventions

| | |
|-----------------------------------|----|
| D. S. I. A. Meets in Chicago..... | 46 |
| Mid-West Cleaners-Launders..... | 50 |
| Texans Convene in Austin..... | 52 |
| New Jersey Jubilee..... | 54 |

Departments

| | | | |
|------------------------------|----|----------------------------------|----|
| Editorial..... | 6 | New Products and Literature..... | 76 |
| Rhapsody in Bellew..... | 36 | News From the Allied Trades..... | 84 |
| Laundry Business Trends..... | 44 | Convention Calendar..... | 90 |
| Laundry News Notes..... | 56 | Obituaries..... | 92 |
| Index to Advertisers..... | 98 | | |

NED WINTERSTEEN general manager
JAMES A. BARNES editor

LOU BELLEW
HENRY MOZDZER
associate editors
GALINA TERR
managing editor
ROLLIN NELSON
art editor
JOSEPH C. MCCABE
engineering editor
JANICE NADELHAFT
assistant editor
LOUISE MAZZA
editorial assistant

JOHN J. MARTIN
business manager
WILLIAM S. CROMPTON
manager
GREG WALTJEN
Western Advertising
EDWARD W. KORBEL
manager
NORMAN FIELD
production manager
CATHERINE A. CARROLL
production manager
FLORENCE KELLY BRETT
circulation manager

Gentleman From Japan

The other day we were privileged to receive a visitor from Tokyo, Mr. Hiroshi Matsumoto, one of the three managing directors of Hakuyosha Company Ltd., the largest laundrers and drycleaners in Japan. Mr. Matsumoto was in New York, following several weeks on the West Coast visiting laundry plants, to attend a school for industrial relations executives conducted by one of the large oil companies. While here he also wanted to visit some laundry, cleaning and diaper service plants. We were happy to help with some of the arrangements.

Knowing nothing about the status of the laundry industry in Japan other than some incidental intelligence gleaned from acquaintances who had served in the occupation forces, we were very much interested in what Mr. Matsumoto had to tell us. The size of his company and the scope of its activities were of particular interest.

Hakuyosha is a 40-odd-year-old firm operating 13 combination laundry-drycleaning plants and scores of pick-up stations in 10 different metropolitan centers in Japan. The firm employs 1,200 workers in all categories and has 1,500 stockholders. Gross income for the first half of 1953 was over 181,300,000 yen; pieces of laundry and drycleaning handled—4,700,000.

This represented an increase of 22 percent in gross income and 7 percent in pieces handled over the same period in 1952. In the same comparative period profits increased by 11,960,000 yen, making possible a 20 percent increase in dividends to stockholders. Keeping in mind that the yen is currently convertible at an approximate rate of 360 to the U. S. dollar, one is impressed with this record.

In a land where women laundry workers can be hired in unlimited numbers at 80 cents a day, route salesmen are paid \$33 per month plus a 10 percent commission, and shirts are laundered and finished at 10 cents apiece, one should be able to make money, we thought.

But Japanese laundry operators have their problems. Mr. Matsumoto's firm, oldest and most revered in the country, is struggling to reduce labor costs by further mechanization of every operation. Inasmuch as his particular sphere of activity includes personnel relations, he is particularly conscious of the problem and a brochure he left with us bears witness to the progress already achieved in this field. Neatly dressed employees work at the most modern productive equipment. One photograph shows a group of girl workers leisurely lolling around the side of a pool during lunch hour at one of the plants.

After escorting Mr. Matsumoto through a few new laundry stores in town, we bid him adieu. "Don't forget Hakuyosha," he said as we parted; and we doubt if we shall. Every time we look at the lovely Japanese print in our dining room we shall be reminded of the pleasant afternoon with the gentleman from Japan who gave it to us.—Jim Barnes

STARCHROOM LAUNDRY JOURNAL, April 1954. Published monthly by Trade Papers Division, The Reuben H. Donnelley Corp., Publication Office, 109 W. Chestnut St., Lancaster, Pa., U. S. A. Subscription rates: United States and Canada, \$4.00 per year; Foreign, \$6.00 per year. Single copies: United States and Canada, 50 cents; Foreign, 75 cents; except for Guidebook issue which is \$1.00 per copy. Volume LXI, No. 4. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879. Gaylord D. Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtis E. Frank, Executive Vice-President and General Counsel; Albert M. Andersen, Executive Vice-President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice-Presidents; Harry W. Warner, Secretary and Treasurer.

EDITORIAL, Executive and General Advertising Offices, 304 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000

EASTERN Advertising Offices, 304 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000

WESTERN Advertising Offices, 14 East Jackson Boulevard, Chicago, Ill. Telephone: WEbster 9-5255.

WEST COAST Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, Calif. Smith & Hollyday, 505 S. Alameda Ave., Los Angeles 36, Calif.

Copyright 1954, Trade Papers Division, The Reuben H. Donnelley Corp. Entire contents of this publication covered by general copyright. All rights reserved.

Postmaster: Mail Form 3579 for undeliverable copies to 304 East 45th Street, New York 17, N. Y.



STARCHROOM LAUNDRY JOURNAL

"GET YOUR SCORECARD HERE!"

The white-coated barker looks down at the wide-eyed youngster by your side. "Got your scorecard, Sonny?" he asks.

The small hand squeezes yours, and its owner looks up at you pleadingly. You sigh, grin, then reach for the dime, and all's right with the world again—for a minute, that is.

Another dime, another Spring, and his first ball game. Sure takes you back, doesn't it?

And how about this Spring, Mr. Laundry-owner? Is it "Take me out to the ball game" or "I'm tied up in the washroom."

No getting around it, today's washroom is headquarters for headaches. Countless kinds of fabrics and a multitude of mysterious soils. Small wonder that no simple mixture of soap and alkali made in your washroom can hope to solve the problem. And no *ordinary* built soap can, either.

But the problem *can* be solved . . . solved by a new product born of twelve years of tireless experiment in the laboratory. Solved by a product now tested and approved by hundreds of new laundry users everywhere:

New PRIME SÖHP with SHOCK-TROOP ACTION!

Here at last is a complete product which washes clothes brilliantly clean REGARDLESS OF THE DEGREE OF SOIL!

A complete product which "job-rates" itself to the type of soil in the load!

A complete product which fires barrage after barrage of reserve alkali washing power (OH) into the load when needed, but only when needed!

A complete product which actually washes clothes 15% brighter to the naked eye, with minimum tensile strength loss!

Here is a complete product with a chemical brain, unerringly changing its washing

power to the amount of soil in the load. Here is SHOCK-TROOP ACTION . . . blasting free the soil, yet protecting the fabric from over-alkalinity.

For New PRIME SÖHP with SHOCK-TROOP ACTION is far more than mere tall soap and alkali. It is twelve chemically-balanced built soaps in one—welded together in perfect union by *homogenization* in a giant spray tower more than four stories high!

Sound like broad claims? Rest assured that no manufacturer has ever been better able to *prove his case*. Ask any regular user of New PRIME SÖHP with SHOCK-TROOP ACTION. Ask the hundreds of laundry-owners who have *switched* in the few months since it was announced to the trade.

They'll tell you that *their* washroom problem is no more. They'll tell you that customer "quits" are decreasing daily, that their washes are building a reputation for quality, and that new customers are on the rise. They'll tell you that damage claims are becoming fewer daily.

But don't take our word for it. Now — today — get a trial order of New PRIME SÖHP with SHOCK-TROOP ACTION from your own jobber. Call him right now.

Then, use it hard; use it regularly; use it critically.

Like countless others, you'll find *your* washroom problems waning. And you'll find *your* washes 15% brighter to the naked eye.

You'll agree that New PRIME SÖHP with SHOCK-TROOP ACTION is the finest soap product you've ever used in your laundry. If not, you have lost nothing, for it is sold with an unconditional, money-back guarantee.

Gordon R. Fulton President
Beach Soap Company
Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products

Are you interested in Profits like these?

\$9,000 net a year

\$15,000 net a year

\$12,000 net a year

Here's
where they
come from



Interior view of a typical Quick-Service Laundry

Read what typical Quick-Service Operators say about this Business

"Our store is equipped with 20 Laundromats, two dryers and one extractor, plus the necessary hot water system and water softener ... presently we are grossing around \$18,000 per year and we net approximately \$9,000 annually."

Houston, Texas

"The gross business of my store is in excess of \$2600 per month and in this area an average operator can easily net 50% of this gross business."

San Diego, Calif.

"We started with 20 Laundromats, Model RSC, and the ordinary auxiliary equipment, at an original investment of approximately \$15,000. We have added a dryer and some incidental items in the interim. Our gross income for the first full year was about \$25,000, with a net of nearly \$12,000, or about 47% of gross."

Sandusky, Ohio

ALD, Inc., is ready to assist you in every way in establishing a profitable Quick-Service Laundry business with the Westinghouse Laundromat®. Write, wire or phone our nearest regional office today.



ALD, INC.

3549 N. Clark St., Chicago 13, Ill. 2033 Farrington, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
785 Market St., San Francisco, Calif.
ALD, New York, Inc., 37-28 30th St., Long Island City 1, N. Y.

Write or Phone! Regardless of Where You Are

• We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 5 offices.



Extra-dirty work clothes come clean easier
with Dow Sodium Orthosilicate cleaning compound—
THE SUPERIOR SOAP BUILDER!



Greasy, grimy work clothes are soap-eaters—often need much more than is economical. Plumbers' overalls, mechanics' shirts, heavily soiled linen supplies and other unusually dirty fabrics shoot costs up. But in plant after plant, load after load, Dow Sodium Orthosilicate demonstrates the job can be done easier . . . *more economically* . . . because even the *dirtiest* articles wash *cleaner* in a single cycle.

This unmatched soap builder gets to work *immediately* in the wheel: its high alkalinity neutralizes soil acids, fats and oils are saponified, insolubles are suspended

and can't redeposit. Dow Sodium Orthosilicate is so effective it's often used alone on the break to remove the heaviest soil *before* the soap solution is added. Yet it rinses easily from all garments.

For the cleaning compound that makes the tough jobs easier, that holds your soap costs in line, that brings the bundle back in again, you can't approach Dow Sodium Orthosilicate. Call the nearest Dow sales office today for the name and address of *your* distributor, or write directly to THE DOW CHEMICAL COMPANY, Dept. AL 905I, Midland, Michigan.



you can depend on DOW CHEMICALS



Starchroom Editorial

The need for education

All men need to make a living—not a bare one, but the best that conditions allow. All men live in a society. All men have a personality to develop and the power of living ill or well. For all these education must provide, and it must therefore include a vocational element, a social, or as the Greeks would have called it, a political element, and a spiritual element. Men must learn to earn a living, to be good members of a society and to understand the meaning of the phrase, "the good life," and education must help them to achieve these three ends.

This quotation from *Education for a World Adrift* by Sir Richard Livingstone may be found on the flyleaf of the recently released American Management Association pamphlet on the education of employees and it expresses the concept of education accepted by the association. It would be hard to find a more apt description of the needs of our modern industrial society.

On March 8, the American Institute of Laundering mailed to its members a questionnaire seeking their aid in devising an educational and training program to fit the needs of the laundry industry. Opinions were asked on semester length and desired courses.

Early returns are gratifying. However, optimism at this stage of the game might prove to be premature and foolish in view of the recent apathy with which members have responded to AIL appeals for guidance in formulating educational activities.

In sending out the questionnaire AIL has laid it squarely on the line. It has said to its members, "We stand ready to run the course, or courses, which will be of greatest help to you in operating your business and fulfilling your obligations to society. What do you want?"

Is there a laundryowner who received his questionnaire and is so lacking in a sense of responsibility that he will neglect to fill it out and return it? If so, he will probably be the first to cry out for help when he loses a key employee.

Are you going to be one of these?

Everywhere we go we hear laundry-owners talk of reviving the old custom of getting local clubs to take plant tours. It's a good practice and one which should never have been abandoned, in our opinion. On a recent trip we learned of an operator who offered 25 cents to any local club for every member who toured

his plant. Some 465 people from 36 clubs made the tour, which meant a pay-off of \$116.25. But the public relations stunt paid dividends: a 10 percent increase in laundry business and a 15 percent increase in drycleaning.

Of course, if you're going to try it, you'll probably have to spend

more than the usual amount of time at spring housecleaning. A laundry-owner in New England volunteered the opinion that, if the average housewife toured the average laundry plant, she might not become the desired contented customer. If yours is an above-average plant, the usual spring housecleaning routine should suffice. But you'd better look around critically and make sure.

There's no such thing as "half-clean"! Dirty spots in a clean area are more conspicuous than solid grime.

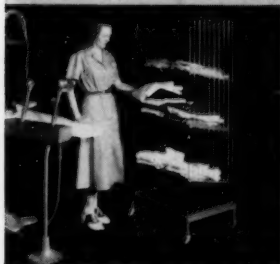
At a recent conference of industrial maintenance engineers the statement was made that "By concentrating on the corners and areas where scrap, obsolete equipment, tools, supplies, etc., invariably collect, it is surprising how easy and natural it becomes to keep the working area in good shape."

Speaking of spring and housecleaning, don't overlook the benefits to be derived personnel-wise as well as from a public relations point of view. Workers are happier, stay on the job more willingly, when their surroundings are clean and pleasant. A freshly painted wall or ceiling may lose 5 percent of its reflecting power in a year due to aging of the paint. It can lose up to 20 percent of its reflecting power in a year by collecting grime. Washing down walls at least twice a year can cut down considerably on need for artificial light.

When made a part of your regular housekeeping routine, these measures can materially reduce your electric bills. But, even more important, they can help keep your labor turnover (hence, your labor cost) at a minimum, too.

BISHOP Transporters MAKE YOUR PLANT BIGGER

Let Valuable Floor Area Do Double Duty



BISHOP 3-SHELF TRANSPORTER

For quickest, easiest transport of garments from finishers to sorters and packers. No extra handling to waste expensive labor or detract from quality. Gleaming electro-galvanized steel rods on angle-iron base with 3" Neoprene swivel wheels. Shelves 26" wide, 18" deep, 15" apart, slanted to back to prevent articles falling off during transport. Over-all height 64".

3-Shelf Transporter, No. B29-11...\$45.00

Let In More Light... More Air

BISHOP SORTER-TRANSPORTERS

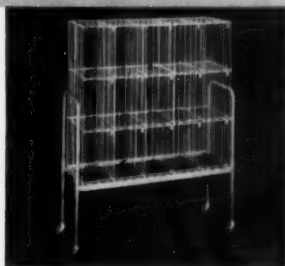
Banish your bulky, fixed, dust-catching solid bins... replace them with Bishop Sorter-Transporters that can be rolled where they're needed; rolled away when out of use. Sturdy steel-rod construction on an iron frame, 3" Neoprene swivel wheels. Two types, two bin widths.

15 Bins, 15" x 18" x 10" wide, No. B29-3 \$99.00

15 Bins, 15" x 18" x 13" wide, No. B29-8 \$110.00

20 Bins, 15" x 18" x 10" wide, No. B29-20 \$109.00

20 Bins, 15" x 18" x 13" wide, No. B29-21 \$127.00



Save Steps... Save Time... Save Labor



BISHOP PAK-AGE-KART

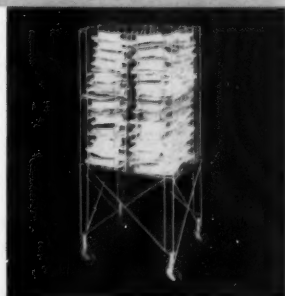
For fast, effortless transport of packaged work to shipping department; for easiest distribution of operating supplies to production units. Two shelves, 60" long, total capacity 70 shirt boxes. Steel end frames curved as push handles and "bumpers." Unit only 18" wide to go through narrow aisles, doors.

Bishop Pak-Age-Kart, No. B29-13, \$139.00

Eliminate Space-Wasting Storage Tables

BISHOP SHIRTRANSPORTS

Cut handling costs, safeguard quality, speed your production between shirt folders and sorters. No extra handling between shirt folder and sorter; no carrying. No reaching or stooping, no spilling or crumpling. Unit can be ShirTransport "100" (for 100 shirts), No. B29-100, folded in 3 seconds to 1/5 its open size for out-of-way storage. Rolls on 3" Neoprene wheels. 100, open size 45" x 19" x 51" high, ea. \$61.00; of 3, \$36.00 ea.; lots of 6, \$35.00 ea. ShirTransport "100" (for 100 shirts), No. B29-100, open size 45" x 19" x 51" high, ea. \$61.00; lots of 3, \$60.00 ea.; lots of 6, \$59.00 ea.



**FOR SAFEST, EASIEST
Lowest Cost
HANDLING OF WET WORK
AND DYE LOTS**



Rounded Corners
for Easy Unloading

BISHOP

Lifetime
**STAINLESS STEEL
TRUCK TUBS**

Outlast all other trucks because they're made of tough, durable stainless steel to take roughest treatment year-in and year-out. Can't rust or corrode; can't spot or stain the load. The shiny surface stays smooth... no roughness or splinters to snag fabrics or fingers... is not affected by washing chemicals. Heavily built, properly balanced, handle with greatest ease on 5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends. Rounded corners protect equipment and operators... prevent tearing of fabrics during unloading. Many Bishop Truck Tubs have been in continuous use for more than 20 years. Your first cost is your last. Furnished with wood drainboard and brass outlet cock. Two sizes:

Bishop No. 2 Stainless Steel Truck Tub, 22" x 34" x 25", with steel-tread wheels, No. B2-9...\$195.00

Same, with rubber-tread wheels, No. B2-10...\$207.00

Bishop No. 3 Stainless Steel Truck Tub, 26" x 36" x 25", with steel-tread wheels, No. B2-17...\$208.00

Same, with rubber-tread wheels, No. B2-18...\$220.00

G. H. BISHOP CO. EVANSTON, ILLINOIS
(SUBURB OF CHICAGO)



MANUFACTURERS SINCE 1893

Investigate before you invest!

COMPARE

and you'll choose Troy



You're making a sizeable investment when you buy a new piece of laundry equipment. Before you decide, see what Troy has to offer. You'll want to know about

- **Troy Prices**
- **Convenient Terms**
- **Fast Delivery**
- **Troy Guarantees**
- **Field Service**
- **Labor-Saving Features**
- **Time-Saving Features**
- **Simplified Maintenance**
- **Streamlined Appearance**
- **Plant Layout Service**

To be sure you're getting the most for your money, investigate Troy's complete line of quality equipment. Just use the handy coupon for more information. Troy, world's oldest builder of power laundry machinery, is at your service. No obligation, of course.

Troy

LAUNDRY MACHINERY

Division of AMERICAN MACHINE AND METALS, INC., East Moline, Illinois
World's Oldest Builder of Power Laundry Equipment

**FILL IN
MAIL
COUPON
TODAY**



TROY LAUNDRY MACHINERY, Dept. SLJ-454
EAST MOLINE, ILLINOIS
Yes . . . Send me a catalog and complete details on _____

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

ATTENTION OF MR. _____

STARCHROOM LAUNDRY JOURNAL

Rail Returns Pin-Bar

To Sorters

**... and helps laundry
in North Carolina keep
identification costs down
around 5 percent**

STEPS AND STORAGE SPACE are saved and pin-bars roll steadily back to the sorters at the New Method Laundry run by James K. Beck and Earl C. Smart in Durham, North Carolina. A rail loops from the sorters' station over to the wet-assembly conveyor. Here it curves in a half circle parallel to and 5 feet inside the conveyor. Then, finally, it crosses above the wet-assembly conveyor to return to the sorters' station and complete its loop.

On this rail each carrier holds 10 pin-bars. As the pin-bars are filled by the assembly girls they are hung back on the carriers. When full, a carrier is given a shove around the rail. It reaches a down-slope as it crosses over the end of the wet-assembly conveyor. Here the carriers start coasting by gravity, to wind up near the bundle breaker. She pushes them up a slight grade and shoves them on down to the sorters.

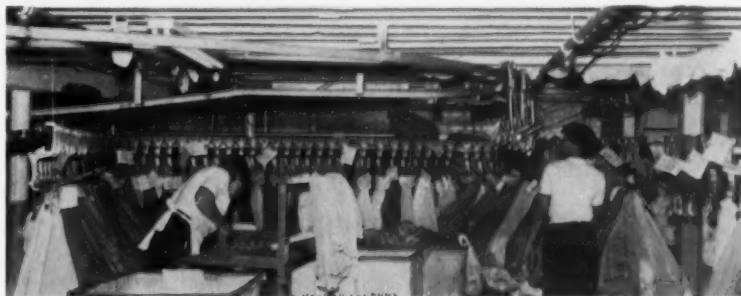
Except for scooting the carriers along, the breaker has no other interest in the pin-bars. She weighs the incoming bundles and nets the flatwork, which is then identified by attaching the ticket to the net in a watertight rubber tube.

The rest of the bundle she places on a wide-belt conveyor running to a pair of sorting girls. One of these girls nets the shirts, the other sorts and nets the wearing apparel and rough-dry. From the breaker the pin-bar rail runs above the belt conveyor, passing between the two sorters. The girls remove and lay each bar between them as they work on a bundle, then replace it on the carrier. It then gets a shove back toward wet assembly again.

Thanks to the tickets in the tubes, the flatwork goes straight from the extractors to the flatwork ironers, bypassing wet assembly. Thus the heavy lifting has been eliminated from the



Pin-bars roll above bundle conveyor between the sorters, then loop around to pass behind girl standing in foreground



Wet assembly and pin-bar rails swing around in concentric half-circles



Bundle breaker nets the flatwork, which bypasses wet assembly. She passes pin-bar carriers along to sorters

wet-assembly department. Two women now work easily where a couple of rugged men once held forth.

The tube-enclosed tickets for flat-

work and the rail-riding pin-bars are two good reasons why New Method's identification costs hover around 5 percent! □□

QL 26

Mark _____ Service _____
 Date MAR 9 1954 Amount _____
 3698 Lot 42

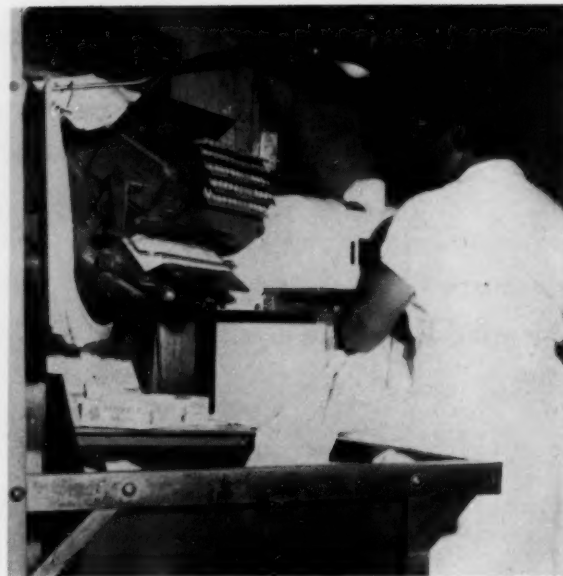
WHITE WAY LAUNDRY
 DRIVE IN — SAVE 10%
 21st Street and Colley Avenue
 Dial 46465 NORFOLK, VA. 195

Name Helen Cole D. O. _____
 Address 1909 Lee Ave

C 3698
 2 SHIRTS

| | |
|----------------------|--|
| Lbs. Flat Work | |
| Lbs. Wearing Apparel | |
| Lbs. Total Weight | |

Temporary identification tag is applied to three parts of listing ticket and to each article in incoming bundle by machine. This tag identifies Lot QL, Bundle 26. When sorters receive Lot QL they will remove tag from each article, place it in Bin No. 26



Marking booths are on second floor. Each contains equipment for listing and marking all items; weighing flatwork. As each piece is marked, the girl drops it into a hopper, to her right, which empties into hamper on ground floor

*By combining a temporary mark with
its full-identification system*

White Way Reduced Claims— With New Help!

By JAMES A. BARNES

A CLAIMS RECORD of only one missing article in 4,500 handled sounds hard to believe; especially if it's racked up by a completely "green" working force in a plant. Yet that's precisely what White Way Laundry in Norfolk, Virginia, accomplished early this year.

A threatened work stoppage in the plant necessitated some drastic changes in personnel with the result that, almost overnight, practically the entire working force was replaced by a group of inexperienced workers. A

full identification system had been in use previously. It was retained and a temporary mark was adopted. The revised system enabled White Way to train three new markers, while on the job, to the point where they averaged 212 pieces, or 143 pounds, of family work per hour during their first 10 weeks of employment. None of these girls had had any previous experience in a laundry.

Four other girls with no previous laundry experience were trained on the job in the assorting and wrapping

department to the point where they averaged 153 pieces of wearing apparel (including shirts) and 150 pieces of flatwork per operator-hour. The wearing apparel sorters achieved this average in four weeks' time; the flatwork sorters, in 10.

Soiled bundles are carried from the ground floor to the second floor by a conveyor belt. Here they are made up into lots of 30 bundles, or 300 pounds, per hamper and rolled to the marking booths. As each marker removes a bundle from a hamper

she selects a listing ticket, appropriately colored to indicate the store or route from which the bundle came, applies one of the temporary marks to each of the three parts of the ticket and places it in her listing machine. She lists and marks each piece of flatwork and then, after weighing the wearing apparel (including shirts), lists and marks it in the same manner. As the girl marks each article she drops it into a hopper that empties into a bin on the ground floor where the work is separated according to washing classification.

Marking room procedure

The principal difference between White Way's marking room procedure and that encountered in most full-identification plants lies in the way the temporary mark is assigned to a given customer's bundle and the type of tag used.

Each tag bears two letters followed by two numbers. The letters indicate the lot; the numbers indicate a bundle within the lot. Thus, a tag bearing the mark QL 26 is attached to the listing ticket for, and the articles in, bundle number 26, lot QL. Inasmuch as there are never more than 30 bundles per lot, the lot designators change after bundle number 30 has been assigned a mark. The next lot designation after QL is QM. After each lot is marked the second letter is changed alphabetically until QZ has been reached. Then the first letter is changed and a series of marks commencing with the letter R is used; the first lot being designated RA, then RB, etc.

Starting from scratch, the first lot

designation would be AA. The complete alphabet would be used for the second letter until lot designation AZ had been assigned. Then the B series would commence. Thus, a mark would never be repeated until the entire gamut had been run from AA to ZZ.

The tags are made of a woven fabric, of many colors and with a thermoplastic adhesive on the reverse side. They are printed, cut from a roll and heat sealed to the pieces of soiled work by machine. The weave of the fabric and the consistency of the ad-

hesive is such that the detergent action of the washing solution in the washwheel is not impeded, according to the White Way management. When the articles come up to the assorters after finishing, the girl simply flicks the tag off each article with her finger nail.

The markers' routine may be summarized as follows:

1. Remove bundle from hamper.
2. Select listing ticket; mark ticket; place it in listing machine.
3. List and mark each piece of flatwork.

(Continued on page 12)



A working supervisor, or "lead" girl, operates from a desk at the head of the line of sorting bins. She assigns the listing tickets by lots to the assorters, maintains records of assorters' production for incentive purposes and acts as an expeditor when needed.



At the hopper on the ground floor the soiled work is sorted into five different washing classifications. Shirts and wearing apparel are washed in nets; flatwork in bulk. Canvas tags on board under the hopper are used to designate the various components of each lot as they move through the washroom.

(Continued from preceding page)

4. Weigh shirts and wearing apparel; list and mark same.

White Way has three markers and here is a recapitulation of their production for their first 10 weeks on the job:

| | Bundles | Pieces | Pounds | Standard Hours |
|----------|---------|--------|--------|----------------|
| Marker A | 770 | 8,084 | 5,575 | 40 |
| Marker B | 764 | 8,204 | 5,549 | 39.5 |
| Marker C | 805 | 8,751 | 5,832 | 39 |
| | 2,339 | 25,039 | 16,956 | 118.5 |

Average pounds POH—143

Average pieces POH—212

After a marker finishes listing and marking a lot she sends the listing tickets to the accounting department where they are priced. Then they are sent to the "lead" girl, or working supervisor, who controls the flow of work to the sorters. She separates the wearing apparel portion from the flatwork part of the ticket and maintains records of each girl's production for the purpose of figuring incentives. She also coordinates the flow of tickets and finished work by lots to the sorters, serving as an expeditor when necessary.

Flatwork is folded at the ironer on tables equipped with casters. The tables of folded work are then rolled to one of the two flatwork sorters. Wearing apparel (including shirts) is folded at the press units and placed in tiered carts, shirts on one shelf and other articles on another. Then the carts are rolled to one of the two wearing apparel sorters.

Each sorter has a 30-section sorting bin and she clips, in numerical or-

der from 1 to 30, a listing ticket to the top of each compartment of the bin. The wearing apparel sorters sort handkerchiefs, socks, pajamas, underwear, etc., into the bottom of each compartment. Shirts are placed on top of these articles. In addition to sorting finished work by customers' bundles, the sorters also wrap out the work, flatwork being packaged separately from wearing apparel.

Here is a recapitulation of the four sorters' production:

| Shirts & W. A. | | | |
|----------------|---------|--------|----------------|
| | Bundles | Pieces | Standard Hours |
| Sorter A | 775 | 6,150 | 40 |
| Sorter B | 707 | 5,925 | 39 |
| | 1,482 | 12,075 | 79 |
| Flatwork | | | |
| Sorter C | 461 | 6,336 | 40 |
| Sorter D | 390 | 5,423 | 38 |
| | 851 | 11,759 | 78 |

Average bundle POH—flatwork—150 pieces

Average bundle POH—shirts & wearing apparel—153 pieces

The sorters' routine may be summarized as follows:

1. Move lots from the finishers into place at sorting bin.
2. Fold tickets and clip to proper compartments.
3. Assort, check and remove marking tags.
4. Box shirts and wearing apparel or wrap flatwork.
5. Handle their own short bundles.

It must be taken into consideration that Sorters A and B had only four weeks of experience in a laundry

when the above figures were compiled. Sorters C and D had only 10 weeks of laundry experience.

At the present time, lock-corner boxes are being used for wearing apparel and shirts. However, when the current supply is exhausted automatically-set-up boxes will be used and it is expected that production will increase.

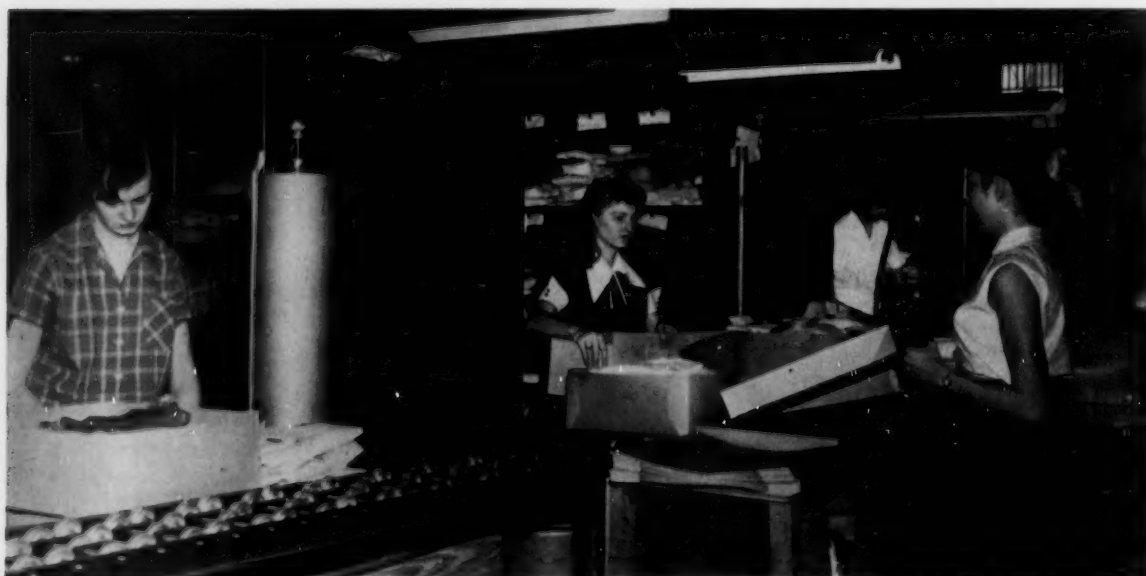
Under the new setup the following bundle averages have been chalked up:

| | |
|--------------------------------------|-------|
| Pounds of flatwork per bundle | 3.75 |
| Pounds of wearing apparel per bundle | 1.62 |
| Pounds of shirts per bundle | 1.87 |
| Total pounds per bundle | 7.24 |
| Pieces of flatwork per bundle | 4.10 |
| Pieces of wearing apparel per bundle | 2.85 |
| Number of shirts per bundle | 3.75 |
| Total pieces per bundle | 10.70 |

These averages are based on four different 2,000-bundle samples taken during the first 10 weeks of operations under the new system. They include only family laundry work, and all bundles, whether all wearing apparel, all flatwork or a combination of the two, were counted.

The number of pieces left over in the assorting department that could not be identified at the end of the 10-week period averaged one per 3,000 pieces handled. During the last four weeks of this period the number of claims received for missing articles averaged one per 420 bundles.

It is the last two sets of statistics, coupled with the fact that they have been achieved with completely untrained workers, that make the management at White Way so happy with the new setup. □□



Each sorter clips her part of listing ticket to compartments of her bin in numerical order. She brings finished work up to her bin from finishers at left, out of the picture, sorts it by customers' bundles and wraps it out. Packaged bundles move away from bins on skate conveyor in foreground

OUTSTANDING PERFORMANCE ...

... because it's Built Better !

HAMMOND ALL STAINLESS STEEL OPEN END WASHERS

Rugged . . . silent . . . beautiful . . . precision performance!
A modern automatic washer . . . achieved only by
Hammond engineering skill!



Here is a close-up view of the front of a Hammond Automatic washer, showing the very efficient and positive door latch, the completely stainless steel cylinder with high ribs, the strong and durable stainless steel door ring with the absolute non-leaking door seal. Justification that Hammond engineering quality is carried into every component part of Hammond washers.

ONLY WITH HAMMOND AUTOMATIC WASHERS CAN YOU GET THESE OUTSTANDING FEATURES:

1. World famous patented Hammond mechanical drive and reverse . . . eliminates reversing motors and switches.
2. Exclusive automatic controls . . . developed by Hammond . . . famous for their consistent trouble free performance.
3. Hammond's modernistic design . . . gives greater strength, compactness, and streamlined operation.
4. Four great washers . . . 75 pound capacity . . . 60 pound capacity . . . 40 pound capacity and 25 pound capacity.



Hammond
LABORATORY - CLEANING MACHINERY CO.
HAMMOND BLDG. WACO, TEXAS



We Handle Sport Shirts Three Different Ways

Proper classification, handling, pricing
turn problem item into sales builder



*From a panel discussion at the 45th Annual Convention of the
National Institute of Drycleaning, Washington, D. C., February 12, 1954*

THE PROPER HANDLING of sport shirts represents a real challenge and its importance as a sales problem should not be overlooked. By doing a good job at a price our customers are willing to pay, we can make sport shirts a real sales builder and a lead to other items from the home.

There is not a single article coming into our plants with so many varieties as the sport shirt. They range in cost from 89 cents to \$20 or more and are made of cotton, wool, and every kind of synthetic material.

At our plant we have only three principal classifications and prices that cover the situation very well and simplify our selling job. Our customers have expressed their approval by sending us 10 percent more shirts during 1953 than in the previous year, although bundles were up only 2½ percent. I would not attempt to rec-

By **JOHN K. WITHERSPOON**
Manager, Dupont Laundry
Washington, D. C.

ommend any specific prices. Preferably, they should be determined by your own costs with some consideration given to the original price range of the shirt. In other words, your customer will not be happy to pay you 50 cents for cleaning a sport shirt that might have cost only \$1.19.

Our first group is the very common and inexpensive cotton sport shirt, mostly white or fast colors, which we wash and finish the same as regular collar-attached shirts, through our 3-girl units. We use a 14-inch board, a band, no collar support, and they are boxed along with other shirts and wearing apparel. Our price is 22 cents

and costs (finishing and packaging) are as follows:

| | |
|------------------------------|----------------|
| Ironing | \$2.30 per 100 |
| (labor only) | |
| Band | .15 per 100 |
| Board, 8" x 14" | .28 per 100 |
| Box | 1.00 per 100 |
| Total \$3.73 per 100 | |
| (or, 16.9% of selling price) | |

The next group is the one which requires certain extra care and, in our opinion, special finishing equipment. We refer to this classification as "silks" although actually it consists of cotton flannel, corduroys, acetates, rayons, etc. These shirts are washed along with other clothes of like colors and materials in accord with AIL formulas, which include two 5-minute suds and three 3-minute rinses at temperatures of 100 degrees, with high water levels. Dark, fugitive colors can be soured before sudsing to prevent fading. Light extraction is recommended. We cut off the extractor motor when it reaches full speed and let it coast to a stop. Then comes a 5-minute preconditioning in an open-end tumbler.

Our special sport-shirt finishing unit consists of a double sleeve form, one press for collars, cuffs, yokes and plackets, and another larger press for fronts and body. Both presses have steam and vacuum in the lower bucks and frosted heads. They are thickly padded with springs, steel-wool, felt, and covered with nonslick nylon cloth held by very light tension springs. A water spray gun should be available to the operator; however, very little spraying and steaming are necessary with this unit. Steam and air pressure should be reduced to 60 pounds. An average operator can produce 24
(Continued on page 62)

| GROUP 1 | GROUP 2 | GROUP 3 |
|---|---|--|
| EQUIPMENT 3-GIRL SHIRT UNIT | EQUIPMENT 1-OPERATOR SPECIAL SPORT SHIRT UNIT | EQUIPMENT UTILITY PRESS AUSTRIAN PRESS PULL TROUGH HAND STEAMING - B.D. |
| PACKAGING 14" FOLD BAND NO COLLAR SUPPORT BORED PRICE - 22¢ | PACKAGING HANGER BAG | PACKAGING HANGER BAG |
| COST FINISHING LABOR 2.30 BAND .15 BOARD (8" x 14") .28 BOX 1.00 TOTAL COST \$3.73 16.9% of SELLING PRICE | PRICE - 35¢ COST FINISHING LABOR .35 HANGER 1.20 BAG (.80) TOTAL COST \$5.50 15.7% of SELLING PRICE | PRICE - 50¢ COST FINISHING LABOR 5.00 HANGER 1.20 BAG (.80) TOTAL COST \$7.00 14% of SELLING PRICE |

Charts were used by Mr. Witherspoon in explaining Dupont Laundry's three sport shirt categories. Costs listed are per 100 shirts. Prices of 22 cents, 35 cents and 50 cents were figured to keep production cost percentages for each category within the same range

Pantex

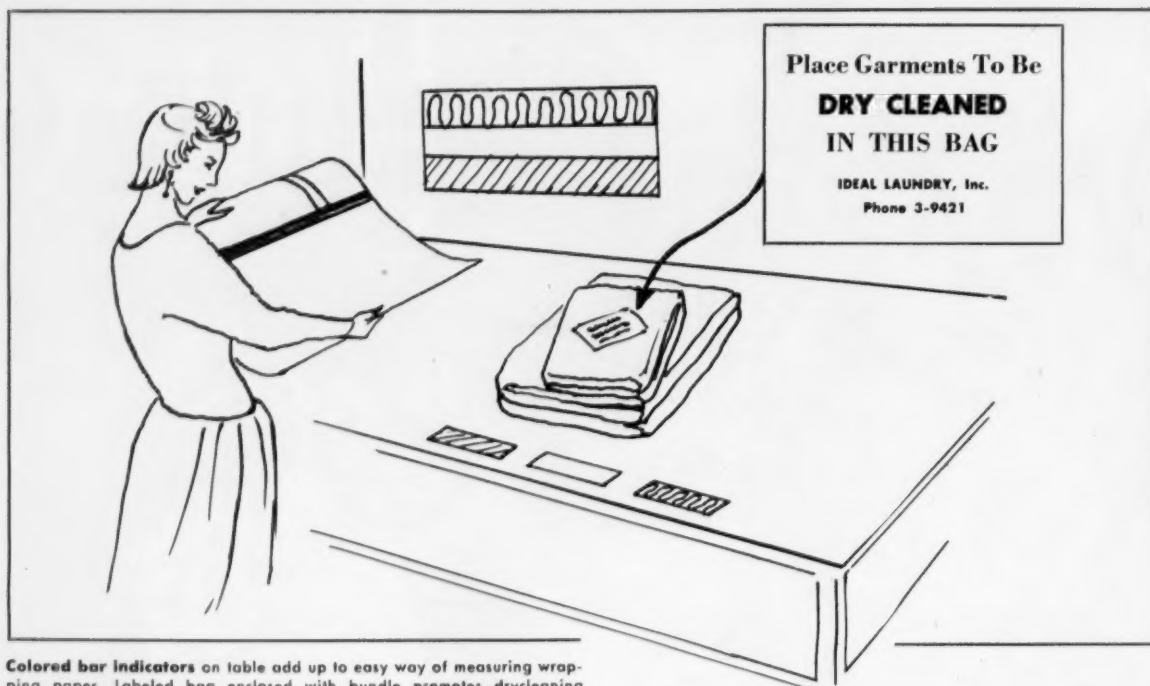
For Finer Faster Finishing...



A lasting triumph and the first choice for thousands of laundry operators, the Pantex Air-Operated Laundry Press continues to deliver—year after year—fine, fast finishing. Pantex owners know that no other press is built so simply yet so rugged and trouble-free. Fewer parts and complete freedom from cams, diaphragms, tension springs, packings and push-buttons make Pantex the smoothest-operating, most trouble-free air-operated laundry press in the industry.

Don't depend on promises—depend on Pantex. Look inside each press and *compare them all*. You'll quickly see why Pantex equipment invites comparison and why you, too, will buy a Pantex. Literature on request.

PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND



Colored bar indicators on table add up to easy way of measuring wrapping paper. Labeled bag enclosed with bundle promotes drycleaning

Paper Patter

How to prevent excessive use of wrapping paper and what to do when you are left holding the bag

By HENRY MOZDZER

HERE'S AN IDEA that may be just old enough to seem new again. We just ran across it for the first time the other day at Ideal Laundry, Inc., Bridgeport, Connecticut. But Vin Holmes tells us it's an oldie that's been kicking around the industry for years. It's a paper saver.

Back around the start of World War II the paper shortage was developing and the laundryowner had to figure out ways of stretching his supply as far as possible. One way of doing this was to use only as much paper as was absolutely necessary to wrap a finished laundry bundle.

At Ideal this was accomplished in the following way. (See sketch.) A wooden riser at the back of the wrapping table was marked with three bars: blue, white and red. And this scale helped the operator judge the height of the bundle to be wrapped.

Additional blue, white and red bars were painted on the edge of the table nearest the operator so that there would be a correlation between the height of the bundle and the length of the paper needed to wrap it. Here's the way it goes.

The finished bundles are stacked on the wrapping table to the operator's right. She pulls the bundle towards her and gauges its height by the colored bars at the back of the table. Now all she has to do is pull the roller paper out until it reaches the bar of the same color on the edge of the table. This gives the correct length of paper needed to wrap a bundle that particular size. The paper is torn off manually from the roller at left; the bundle is placed on it and the wrapping proceeds as usual. But that's just half of Ideal's paper story.

As the war progressed, roller paper

became harder and harder to come by. And, not to be caught short, Ideal management stocked up on the only thing it could get—15,000 paper bags.

Up until a few months ago, Ideal still had just about every one of these bags. They had tried to get rid of them but they couldn't sell them and they couldn't give them away.

When they finally figured out a way to put the bags to use, the plan almost fell through because their 15- by 30-inch size made printing impractical. In the end, this problem was overcome by printing up 5- by 10-inch gummed-back labels promoting the company's drycleaning service.

Labeled bags push sideline

One of these labels is affixed to each bag, and one of the bags is folded and wrapped with each finished laundry bundle. You can argue about whether the copy is snappy or not. The point is that it got results. Even Ideal's routemen were surprised when customers told them, "I never knew you took drycleaning."

During the first six weeks these bags and tags were used, the dollar volume on drycleaning increased by very nearly 50 percent and further increases are anticipated. Not a bad return on an investment that looked like a total loss. Now, if we can only find a profitable use for lint. . . □□

**ELIMINATE
STATIC
ELECTRICITY**

WITH...

CARCO
Negastat

Reg. U. S. Pat. Off.

105

**in your flatwork
IRONER**



Negastat 105 is an anti-static compound that immediately eliminates static electricity when sprayed over entire surface of both aprons on your flatwork ironer. It contains no sticky or gummy residue which will attract dust or dirt, and by eliminating static build-up it will actually prevent dust and lint from adhering to treated surfaces.

One 12 ounce can of Negastat 105 will eliminate existing static and retard static build-up in the largest ironer for periods of 1 to 4 weeks. Easy to apply from pressurized spray can—inexpensive—non-inflammable. Negastat 105 is a positive cure for static voltage in your flatwork ironers.

TRY THIS AMAZING STATIC ELIMINATOR—TODAY!

THE MORRIS & ECKELS CO.

Executive Office

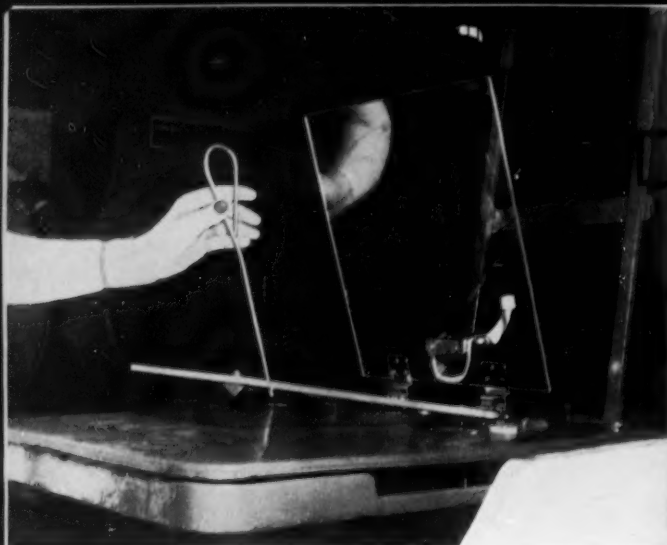
CARMAN & CO., INC.

70 Summit St., Brooklyn 31, N. Y.

A Wholly Owned
Subsidiary

**DISTRIBUTED EXCLUSIVELY
BY...**

ATLANTA · BALTIMORE · BIRMINGHAM · BOSTON
CHICAGO · CINCINNATI · CLEVELAND · DENVER
FORT WORTH · GREENSBORO · HOUSTON · JACKSONVILLE
KANSAS CITY · MIAMI · MINNEAPOLIS · NORFOLK · OMAHA · PHILADELPHIA · PITTSBURGH · ROCHESTER
ROCK ISLAND · ST. LOUIS · SAN ANTONIO · TAMPA · TULSA · WASHINGTON · WICHITA



1

The folding device consists of two clear plastic blades hinged, one over the other, to the top of an ordinary table. A lever serves to lift the blades off the table when a shirt is folded; a conventional clamp is fixed to the top blade

Folding Sport Shirts

By JAMES A. BARNES

HERE'S A METHOD of folding sport shirts which Rowland Speer developed when he was with Q & S Laundry in Bladensburg, Maryland. He showed it to us when we visited him recently at White Way Laundry, Norfolk, Virginia.

Mr. Speer designed and made the folding table himself. He also designed the special cellophane-and-paper envelope which is manufactured to his specifications by a local paper converter. The photographs on these pages show the folding operation, step by step.

The right sleeve and shoulder are then brought over the blade and folded in the same manner. Again, the cuff is lined up with the fold of the shoulder at the edge of the blade. Note position of the pocket flap

5



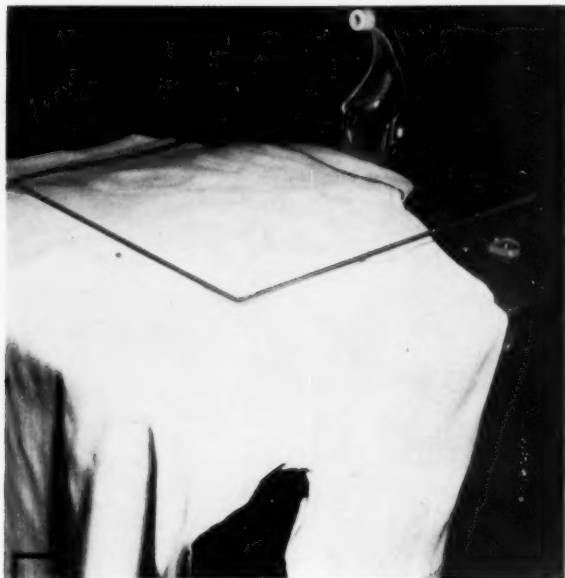
2

After pressing, a finished sport shirt is buttoned and placed face down on the lower blade. The upper blade remains in the upright position. The upper blade measures $14\frac{3}{4}$ by 14 inches; the lower, 9 by 14 inches

The first fold of the shirt tail is made by lining up the bottom of the tail with the top of the shoulder. Then the operator brings her hands to the bottom of this fold. Note the position of her fingers as she prepares for next fold

6





3

The upper blade is then brought down on the back of the shirt. Both blades are made of plexiglass, a transparent plastic material, which should be cut to a thickness of no less than an eighth of an inch



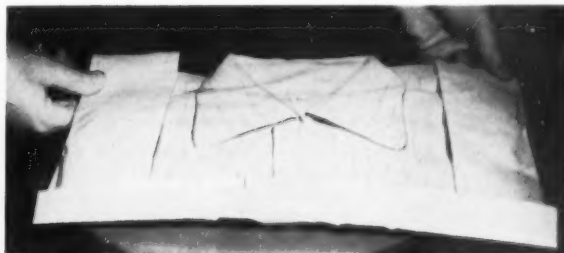
4

The left sleeve and shoulder are then brought over the blade and the sleeve is folded. Note that the cuff is lined up precisely with the fold of the shoulder which was made at the edge of the pocket (barely visible in the photograph)



7

The second fold of the shirt tail is made by lining up the crease of the first fold with the top of the collar. Then the clamp is brought down on the folded shirt which is now ready to be inserted in the envelope



9

Completely packaged shirt presents a smart appearance. Cellophane window lends eye appeal; paper sides and back insure protection against soiling and wrinkling



8

Using the lever, the operator lifts both blades and the shirt off the table and slips the envelope over them. This photograph of the underside of the lower blade shows details of construction of the folding unit. Note that lever is fixed to the table top, not to the blade

New Chevrolet Trucks

deliver hour-saving power
that saves you money, too!



New Chevrolet trucks bring you great new engine power in every model—from light-duty pickups to heavy-duty tractors. And this new power means important savings of both time and money on the job!

YOU SAVE TIME WITH GREATER SAFETY

That's because new Chevrolet trucks permit you to maintain faster schedules *without* driving at higher maximum road speeds. Thanks to greatly increased acceleration and hill-climbing ability, you can save time where it counts. Instead of trying to make up for lost time, you actually cut down the time lost at traffic lights and on steep grades.

YOU SAVE PLENTY ON OPERATING COSTS

New Chevrolet trucks bring you high-compression power that saves you money every mile. All three great

engines—the "Thriftmaster 235," the "Loadmaster 235" and the "Jobmaster 261"* deliver greater horsepower *plus* increased operating economy. In addition, the mighty "Jobmaster 261" engine reduces the need for operating in low gears on heavy-duty jobs. As a result, you shift gears less . . . save more on gas.

Now's a good time to see your Chevrolet dealer about a time-saving, money-saving truck. . . Chevrolet Division of General Motors, Detroit 2, Michigan.



**MOST TRUSTWORTHY TRUCKS
ON ANY JOB!**

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

DUAL-SHOE PARKING BRAKE—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

BUILD YOUR PROFITS FASTER

with

Bill Glover

25 and 60 Lb.

OPEN-END WASHERS

**Here's Heavy-Duty
Design and Construction
for Continuous Performance
and Long Service Life**

- OUTSTANDING WASHING ACTION. Equal reverse prevents tangling.
- PRODUCES finest work.
- SAVES water and heater costs.
- FIRST WITH LARGE LOADING DOOR. Diameter, 18 inches; Area, 255 square inches.
- DURABILITY for years of trouble-free service.
- QUALITY COMPONENTS. Look at picture bottom right of the page. See for yourself how both the 25 and 60 lb. washers were designed even bigger and better than your own specifications.

MEETS ALL U. S. GOVERNMENT REGULATIONS,
STATE AND CITY SAFETY CODES

Bill Glover EXTRACTORS



Bill Glover Extractors are engineered for safety . . . with all the power necessary for thorough removal of water and solvent from the work. Stainless steel . . . full vision top . . . self-balancing or standard basket mounting. Sizes: 20" and 26". Insure economical initial cost . . . reasonable maintenance . . . long service life with a Bill Glover Extractor in your plant.



NOW With Automatic
SUPPLY FEEDER

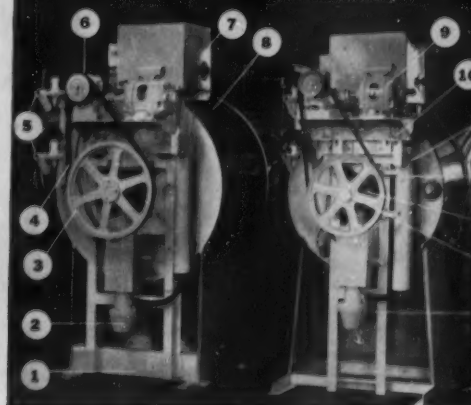
OPTIONAL



Sensational Bill Glover AUTO-TROL

Here is the most flexible and practical automatic formula control ever designed and built. Gives your washer a mind of its own! Anyone can use it to change formula to any need. Comes with three standard formulas for whites . . . colors . . . blankets. But you can easily adjust for special formulas. Changes from manual to automatic with the flick of a switch.

60 and 25 Lb. CAPACITIES



1. Heavy Steel Base.
2. Auto Electric Dump Valve with Manual Control.
3. Pulleys—largest used on any washer—guarantees traction.
4. One Belt for 25 lb.; Two Belts for 60 lb.
5. Auto Electric Hot and Cold Fill Valves.
6. Geared Speed Reducer.
7. Top Mounting of Electrical Equipment.
8. Stainless Steel Shell, Cylinder and Base.
9. Reversing Motor.
10. Easy Belt Adjustment.
11. Belt Guard Enclosing All Moving Parts, Not Shown.
12. Auto High-Low Water Level Control.
13. Water Seal requires no adjustment or lubrication.
14. 10,000 lb. water-proofed Seal-Master Ball Shaft Bearings.
15. Pin Trap protects dump drive.

SEE YOUR
JOBBER

Bill Glover, Inc.
5204 Truman Road Kansas City 27, Mo.

30 YEARS
OF EXPERIENCE



Combination call-office and neighborhood laundry consists of 20 nine-pound washers, a 17-inch extractor and two 36-inch extractors set face-to-face behind weight scale. Drycleaning is hung behind counter (not visible) and overflows to rails set near tumblers

It's All in Knowing How

What happens when an oldtime laundryman takes over a neighborhood-type plant

By HENRY MOZDZER

PROFESSIONAL LAUNDRYMEN have been inclined to look down on the neighborhood laundry type of set-up with its battery of small individual washers and inexperienced personnel. Many have preferred to ignore their existence except to admit occasionally that they have had a share in hacking away at the family laundry market.

R. J. Latimer of Roland's Laundry in Waterbury, Connecticut, once felt the same way. But he and many others have come to realize that if this is the type of operation that the public wants, then no one is better qualified to offer this service than experienced laundrymen.

Roland's had a branch office to receive laundry and drycleaning in the nearby town of Naugatuck. And the chances are nothing would have changed if the property in which the office was located hadn't changed hands. The call office was obliged to move and found itself in company with a neighborhood laundry. This union continued amicably but, in time, the laundry operation did not prove particularly profitable and the business went up for sale. Roland's bought it. That was three years ago.

For the first few months, no change

in method, practice or personnel was attempted. As Mr. Latimer explains it, the business was a bargain but it was purchased primarily as a protective measure. As a full scale laundry operator, he didn't have much interest in running a neighborhood plant. It took some time to overcome this natural reluctance. But eventually he realized that as long as his money was tied up in the enterprise, it would be foolish not to try to get the most out of the investment. Within six months after management had assumed this new attitude, the business at the Naugatuck store increased more than 100 percent.

How was this increase brought about? Actually, there were no startling innovations, no big ballyhoo or buildup. (Roland's prides itself on keeping advertising to a minimum.) In fact most of the changes are rather elementary. And that's just the point that we're trying to make. Those things that are so obvious to professional laundrymen are often overlooked by newcomers to the field.

Take a simple thing like store hours. On analyzing the market Roland's management found the store was missing a lot of people who went to work before it opened and it was

closing before a lot of the late workers got home. Hence, the store hours were extended. Now the call office opens every morning at 7 sharp, six days a week. And closing time ranges from 6 p.m. on Saturdays to 8 p.m. on Monday and Friday (shopping nights), with a 7 o'clock closing on the remaining nights of the week.

Not only have the hours been changed, but the staff has been replaced and trimmed from four to three with one full-time and two part-time girls. The present staff is more mature and more experienced. Their hours are staggered so as to have the greatest amount of help on hand when it is actually needed—during rush periods. Yet the flexibility of the schedule keeps overtime hours to a minimum.

Washing formula checked

As far as the actual washing process was concerned, Roland's management did not feel it was getting the most out of the formula in use when it took over. This was checked and replaced by a new formula. Also, the water heater was adjusted to bring it more in line with white work requirements. Again, a lot of these "little things" are easy to spot if you've had some previous experience, but the amateur loses out because he doesn't have the background of experience.

Equipment-wise, management saw fit to add an additional tumbler. The call for drying-only service is particularly impressive during bad weather. During the winter months approximately one-third and more of the call-



"not a shirt complaint
since we changed"
to...

SUPREME

ONE OF
CLINTON'S
"Petal Smooth"
LAUNDRY STARCHES

NON-CONGEALING ... USE HOT OR COLD
GIVES FLEXIBLE FINISH ... EASIER IRONING

- Clinton Laundry Starches give you quick boiling and fast penetrating action
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.



CLINTON SUPREME STARCHES
always smooth like a summer breeze

CLINTON

CLINTON FOODS INC.
CLINTON, IOWA



HOW TO PUT YOUR BUSINESS IN THE CENTER OF TOWN!

You don't need a Main Street address to attract new customers for your laundry business.

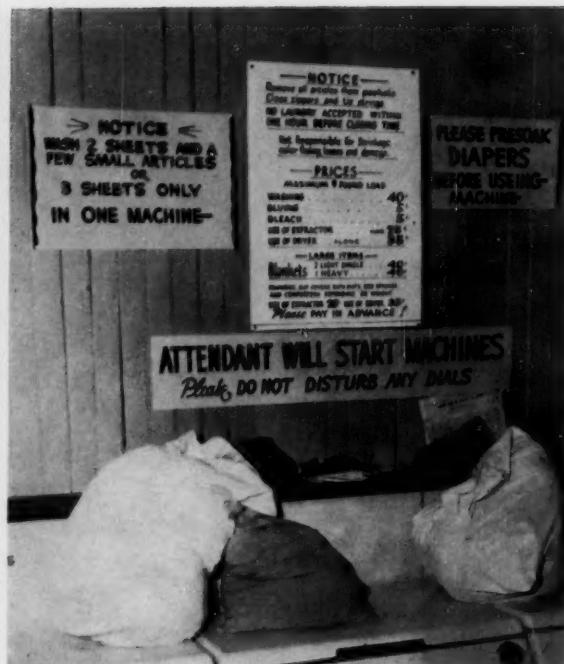
Use the 'yellow pages' of the telephone directory. That's where people look when they're looking for a laundry. Using the 'yellow pages' has been an American buying habit for over 60 years.

The 'yellow pages' get your firm name, address, telephone number and sales messages into homes, offices, shops and factories all over town.

It's like putting your business right square in the buying center of your community.



Get in touch with the Classified Telephone Directory Representative at your local telephone business office.



Complete laundering instructions are listed above washers on one wall of store. Most customers prefer to have the attendant handle loading and washing, pick up garments later. Roland's offers 10 percent discount on drycleaning and finished bundles; operates strictly on a cash-and-carry basis.

office revenue is derived from drying service. Normally, the call for laundry and drycleaning service works out to about half and half.

What has the neighborhood laundry meant to Roland's? It's definitely enlarged its market in the suburban area. Today, the Naugatuck operation is profitable in itself, providing 15 to 20 percent of the company's total sales dollar. It serves as a feeder plant for a profitable drycleaning service and shirts.

One of the most curious developments that resulted after Roland's took over the neighborhood plant was that the number of family bundles coming into the main plant increased quite noticeably. □□



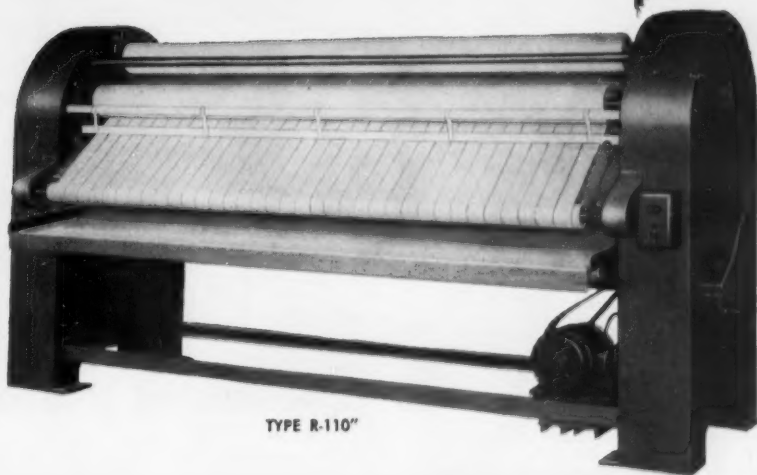
You conventional launderers can't understand how fascinated the public is with actually watching their work being processed.

WHAT'S NEW *in FLATWORK IRONERS!*

• QUICK SERVICE LAUNDRIES •

• DRIVE-IN PLANTS • MOTELS •

THE **NEW** MODEL
S24
STEAM-HEATED
FLATWORK IRONER



TYPE R-110"

• HOSPITALS • HOTELS • INSTITUTIONS •

IMPORTANT FEATURES

- 24" DIAMETER
STEAM-HEATED ROLL
- FOUR PADDED
COMPRESSION ROLLS
- 100", 110" or 120" LENGTHS
- RIBBON FEED CONVEYOR
- RETURN RIBBON CONVEYOR
- UP TO 125 LBS.
STEAM PRESSURE
- HIGHEST QUALITY FINISH
- VARIABLE SPEED DRIVE

STREAMLINED IN DESIGN - VERSATILE IN OPERATION

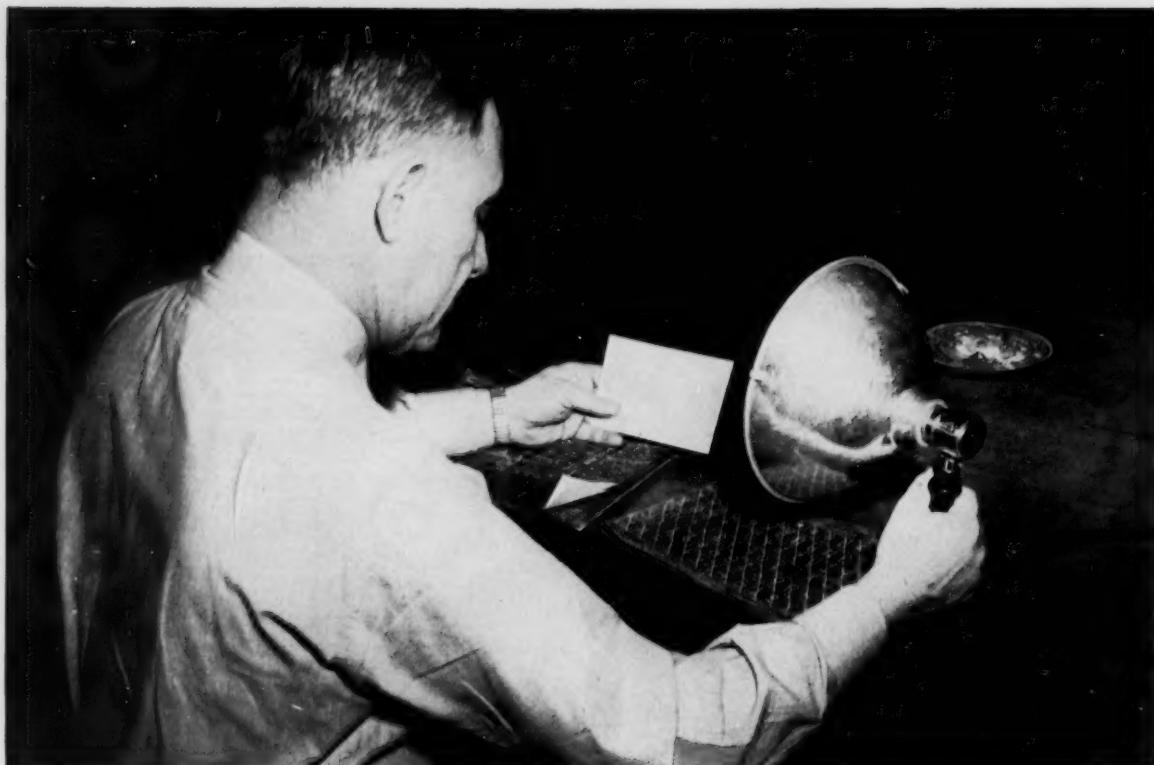
CHICAGO's new Model S24 Steam Heated Flatwork Ironer is available in two different types . . . both will give you finest quality finish.

The Type R Ironer can be used for front or rear return of work . . . two-girl or four-girl operation . . . and can be changed instantly. Ideal for growing plants where two-girl operation can handle the load, but as volume increases can be used as a four-girl machine.

The Type F is for front return - two-girl operation only. Production capacity is equal to or higher than a two-roll chest type ironer.

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

Chicago DRYER CO.
EST. 1886 2212 North Pulaski Road • Chicago 39, Illinois



Comparing laundry marks against a master sheet issued by a marking machine manufacturer, the investigator makes use of a portable ultra-violet light to read otherwise invisible markings. Master sheets give code number, which in turn indicates name and location of plant assigned that mark. Identification is quick and foolproof

Laundry Marks Aid Crime Detection

By HENRY MOZDZER

"LAUNDRY MARKS are very much like fingerprints," says Detective Samuel M. Cohen. "No two of them are ever exactly the same."

During his 18 years at the New York City Police Laboratory in Brooklyn, Detective Cohen has identified everything from battered bodies to abandoned babies and amnesia victims by reading the tell-tale markings in clothing and wearing apparel. And not infrequently this ability has proved useful in capturing killers.

In one case, a shoe store had been held up and the owner shot to death. The only clue the police had to go by

was a white shirt which had apparently been dropped by the assailant as he made his getaway.

Detective Cohen studied the laundry mark and observed that the method of marking was peculiar to that used by a wholesale laundry in Brooklyn. The laundryowner was hustled out of bed in short order and his records revealed the shirt owner's name and address. When the police went to investigate they found an arsenal of guns in the basement that included some foreign-make models among them. (The shoe store owner had been shot with an Italian gun.)

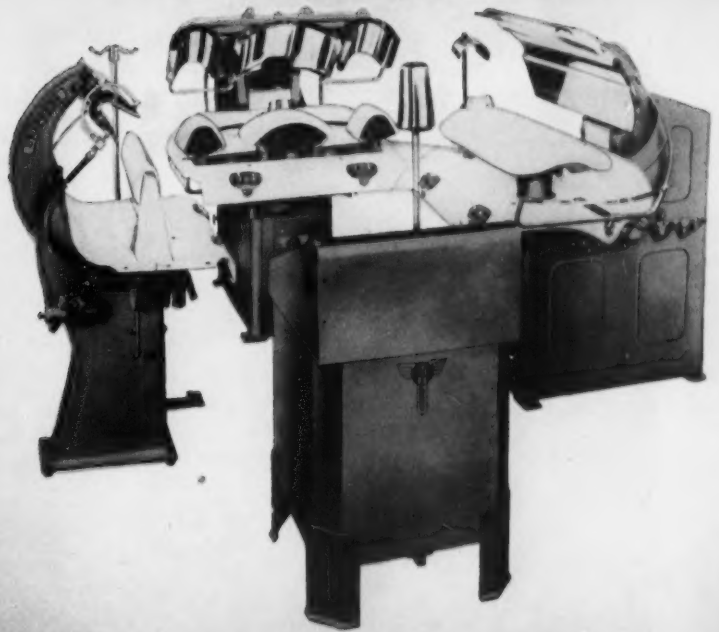
And the killer turned out to be a teenage youth who robbed the store on his way home with a bundle of shirts from the laundry.

Another time, Detective Cohen was able to close a case in forty minutes flat. An unidentified woman was found murdered in an alley. A check through his files, a quick phone call to a cleaner and Detective Cohen was able to tell homicide detectives what the woman's name was and where she lived. Her husband was picked up shortly thereafter and later confessed to the crime. It's quite possible he might never have been caught if the victim had not been identified.

At times, his revelations seem uncanny. Once when a pair of coveralls was found at the scene of a warehouse robbery, Detective Cohen was able to determine the guilty party's occupation, place of employment as well as his name and address simply by reading the identifying marks in the rear pocket of the garment and making a couple of phone calls. And certainly no one was more surprised than the thief. How could dirty coveralls lead to his arrest?

Detective Cohen derives his greatest satisfaction from a case when it means keeping someone out of Potter's

"SURE
I RELAX



... my girls love Unipress balanced press operation"

Distinguished for the "hand-ironed" finish that sells housewives

UNIPRESS

2-Girl 3 Press Shirt Finishing Unit

We pamper our shirt customers with quality and service. Our popular Unipress 2-Girl 3 Press Shirt Finishing Unit delivers the satin-smooth quality finish we demand and actually lessens operator fatigue.

Our production is up yet the 3 "Glide-Liner" presses instead of 4 ordinary presses lowered our investment. For higher production, lower cost with quality finishing see the Unipress 2-Girl 3 Press Unit.

Write today for complete
information on the Unipress
2-Girl 3 Press Shirt Unit.

FINER FINISHING FASTER WITH

UNIPRESS

THE UNIPRESS COMPANY SLJ-4
2800 Lyndale Avenue, S., Minneapolis, Minnesota

Please send us your free catalog describing the Unipress
2-Girl 3 Press Shirt Unit.

Name

Firm

Address

City

Zone

State

UNIPRESS COMPANY 2800 LYNDALE AVE. S., MINNEAPOLIS, MINN.



SUNSHINE EXECUTIVES checking points in the sales contest the company is running for its routemen in conjunction with the Lux Laundry plan. Left to right are: Steven Vishia, Route Supervisor; Chester Golecki, Sales Manager; Thomas Devine, General Manager; Stephen Wnukowski, Route Supervisor.

“Business is up 8%”

after just 6 weeks of this New program”

says **Thomas R. Devine,**
General Manager,
Sunshine Laundry,
Bayonne, N. J.



“On January 18, 1954 we began promoting Sunshine as a Lux Laundry. In the first six weeks of this new program, our routemen picked up 287 new customers. In dollar volume, that means an 8% increase over last year’s route business for the same period. In addition, business at our drive-in store is up substantially. The first week, the store had its biggest Saturday ever. For the next three weeks, each succeeding Saturday set a new record. We are enthusiastic.

“This is just the sort of program the laundries need today. We all wash clothes—but the Lux Laundry plan gives our routemen something to talk about when they make a sales call. Lux is a nationally advertised product. Every housewife knows about it. It’s a perfect door-opener for selling our laundry service, and oddly enough, it has helped us boost our dry cleaning business considerably too.”

For full information on how *you* can boost your business by joining the Lux Laundry plan, contact—

LEVER BROTHERS COMPANY
390 Park Avenue, New York 22, New York

STARCHROOM LAUNDRY JOURNAL



CHESTER GOLECKI, Sunshine’s Sales Manager, reports: “The attitude of our men toward the Lux Laundry plan has been excellent. It has really boosted morale. Many housewives tell our routemen that they feel sure their clothes will last longer now that we are washing everything in Lux Flakes. Some of our customers have remarked that their clothes feel softer and look brighter. Many women are sending us delicate articles of clothing that they never sent to the laundry before.”



TO TAKE FULL ADVANTAGE of the national fame of Lux as a *gentle* soap, safe for even the most delicate washables, Sunshine makes use of all the tie-in promotional material which is available from Lever Brothers as part of the Lux Laundry plan. General Manager Devine of Sunshine says, “In everything that goes out of this plant there is something about Lux.”

Field. His record is so good here that he has lost count of the number of times this has happened. He is very often called in on a lot of D.O.A. (Dead On Arrival) cases, particularly when the body is mutilated or too far gone for applying standard methods of identification.

These are but a few of the dramatic cases. In the normal course of the day he may get up to 15 routine calls for assistance. For example, a change of seasons always seems to bring on a rash of complaints concerning coats that are either accidentally or deliberately switched in public places.

Admitting the value of laundry and drycleaning marks in crime detection, it is surprising how little has been done to make identification by this means easier.

Only one state requires registration

History records that criminals have been detected by laundry marks since 1883. Yet, few legislative measures have been enacted regulating their use. From time to time a group or city (Providence, Rhode Island, is the most recent) whips up some enthusiasm for keeping check on such marks, but, to date, only Connecticut has a law on the books making the registration of identification marks compulsory for laundry and drycleaning plants.

As Detective Cohen explains it, this lack of regulation can create some imposing obstacles for investigators.

For one thing, laundryowners do not have to give any information about their marking system unless they want to. Luckily, most are cooperative in this respect.

Secondly, there's the problem of collecting the information desired. With no central clearing house, the data must be gathered on a catch-as-catch-can basis. This can be a formidable task, especially in a city the size of New York where there are some 60,000 laundry and drycleaning establishments, according to Detective Cohen. It calls for a lot of personal contact and legwork to gather the information and keep it up to date.

A survey of the five boroughs and outlying regions just nearing completion has taken some two years of hard labor.

Gathering the material is one thing; organizing it into usable form is something else. Just suppose every car owner in the country were allowed to make and change his own plates using any sign, symbols or number he wanted. Then imagine the difficulty of trying to keep track of which car belongs to whom. Well, that's just about the same problem that any laundry and drycleaning identification department faces today.

The files at the Brooklyn Police Laboratory are arranged alphabetically, numerically, and by design (where practical) according to the way the marks actually appear in the garment. This has become an intricate system since the file position of a mark beginning with, let us say, the figure "1" will depend on whether it is followed by a space, a dash, a dot, a letter, or whether it is bracketed, underscored, over-scored or what have you. Some plants may have a dozen or more cards on file. This is particularly true if the first numbers or letters of a laundry mark are used to identify different routes or stores.

The most troublesome marks

The most troublesome marks are those used by Chinese laundries. According to Detective Cohen, many have no set manner of marking and just put down any sign that comes to mind. "One customer's bundle may be given the symbol for 'fish' because it's Friday and another's marked with the symbol for 'cat' or 'little boy' because that's what the laundryman happens to see at that moment."

The easiest marks to identify, strangely enough, are those

How to get more "service" out of a shirt



Your regular laundry customers make the best prospects for *all* your services. Use eye-catching printed shirt bands, in your own design or one of Nashua's stock printed designs, to merchandise your special services, such as dry cleaning, rug shampooing, or fur storage.

Nashua will design a special band for you, at no obligation, featuring your trade-mark and a sales message. Simply send your trade-mark or letterhead. If you prefer, you can have Nashua stock bands printed with your firm name.

Mail the coupon **today!**



NASHUA CORPORATION

SURE-HOLD DIVISION

Dept. F-3, 44 Franklin Street
Nashua, New Hampshire

☐ Please send samples and prices of Nashua self-sealing stock printed designs.

☐ Enclosed is our trade-mark for use in designing a special self-sealing band, without obligation to us.

(NAME OF LAUNDRY) _____

ADDRESS _____

(NAME OF JOBBER) _____

BY _____

that are invisible to the naked eye. One manufacturer of marking devices employs inks that are visible only when exposed to ultra-violet light. This manufacturer has made it a practice to assign an identifying mark to each machine. In addition, special care is exercised to avoid possible duplication. A list of these marks goes out to law enforcement officials from time to time indicating what marks are in use and each "brand" is coded so that by consulting a master sheet, the plant can be identified by name and address.

Detective Cohen carries a portable ultra-violet light with him on outside cases so that he can check quickly to see whether or not this type of invisible marking has been used.

Recognizing wholesalers' marks

Another great source of help is wholesale laundries and drycleaners who provide a list of their retail customers with an identifying code number for each store. All Detective Cohen has to do is recognize the wholesaler's mark and check against his sheet to find out which store received the garment in question.

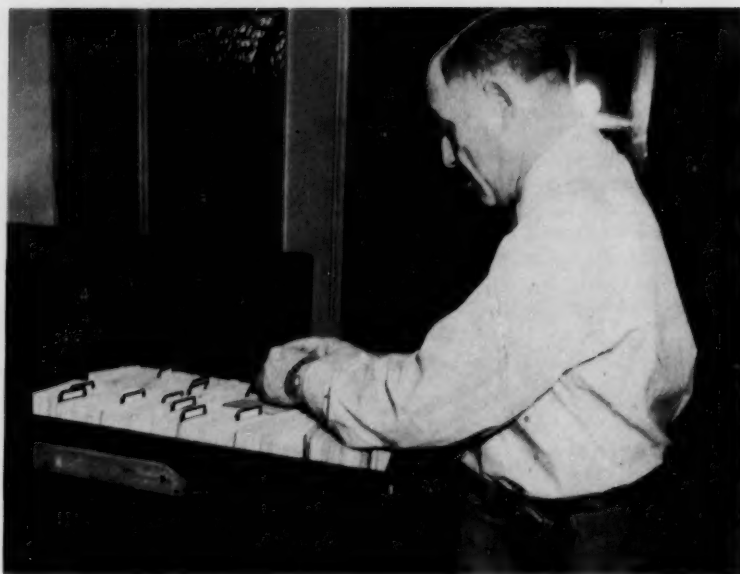
As important as getting marks is the ability to know which ones to disregard. Usually, it is futile to try to check on garments that have been marked for quick service, for no attempt has been made to identify the garment's owner properly—there's no need for it and it only takes up time.

In New York City, at least, Detective Cohen finds that it's much easier to identify drycleaning than it is to identify laundry in spite of the fact that all laundries are licensed and drycleaners are not. This is attributed to the fact that small operators who farm their drycleaning out cannot switch from one wholesale house to another without a great deal of red tape.

Simplifying identification

How can identification by laundry marks be simplified? Detective Cohen offers one possible solution as follows: Each precinct would be assigned a number and a law would make it necessary for each laundry and drycleaning plant operating in that precinct to be given its own identifying number. Location would be pinpointed immediately and the operator could identify the customer immediately.

Without legislative proceedings to make registration of marks mandatory, about the next best thing that can be done is to educate the plantowner to the importance of the marking system and urge him to cooperate voluntarily with police authorities. Sometimes it may take as much as an hour to get



Card file, containing some 150,000 samples of laundry and drycleaning marks for New York City, Nassau and upstate areas, is brought up to date by Detective Samuel M. Cohen, who has been assigned to this type of work since 1936. No card in file is more than five years old

the information needed because the owner doesn't realize what's wanted and why. Perhaps self regulation by state and local trade associations would facilitate this policy. To be most effective regular checks should be made to keep the records up to date.

Here are six questions that are of greatest interest to Detective Cohen when he wants to get a listing on a new establishment in his file.

1. How are the garments marked and what do the symbols signify?
2. Where are they marked, in the shoulder, collar, bosom, etc?
3. What kind of mark, machine, hand, tag, etc?

4. Who does the washing and is it done on the premises?

5. What is the name of wholesaler if work is sent out?

6. How is the work handled? Does it go through the plant in nets or lots? You see, it doesn't do much good to have just a tag from each operator and stop there.

The Laundry and Drycleaner Mark File in the Police Laboratory was started in 1934 and placed under the direction of Lieutenant Jeremiah Murphy. The files contain listings of sock marks, glove, hat, shoe, overall and linen marks besides regular laundry and drycleaning marks. □□

| | | | |
|---|-------|--------------------------|------------|
| George Z. Jones NAME (OWNER) | | | 4-3 1A-879 |
| Star Bright Laundry NAME (TRADE) | | | |
| 987 East 45th Street ADDRESS | | | |
| PREC. (Precinct) | TYPE | L. D. FILE NO. (License) | |
| 3 | Agent | 0216808 | |
| REMARKS: Work sent out to Amalgamated Cleaning Corp. Key for figure "1" is broken. | | | |
| Mark used for—Linens, Sheets, etc. | | | Yes |
| Mark used for—Dry Cleaning: | | | No |
| Marked by: | | | Machine |

Sample showing file card used to keep check of laundry marks. Actual sample of mark is stapled at upper righthand corner. Keeping every possibility in mind, investigators even secure samples of markers' handwriting foreseeing the possibility of the marking machine's breaking down

Benwall

... the most dependable source of supply
and the most complete textile line in the
laundry and drycleaning industries!

for FLAT WORK IRONERS

The Marathon Line

- Asbestos Covers and Pads
- 3/4" Nylon Tape
- Feed Ribbons
- Folder Belts
- Dacron Covers
- Canvas Conversion Belts—
to replace outside aprons
- 2-ply and 3-ply Nylon Cord
- Belting in Rolls

NYLON NETS, all 260 Denier Yarn

- Pilgrim, Open-Mesh, 2 x 6 white and colored stripes
- Pioneer, 2 x 2, white; solid colors; and colored stripes
- Thriftee, white only • Knit nets, white and solid colors

for PRESSES

- Nylon Press Cloth in Rolls
- Nylon Press Covers to fit all presses
- Nylon Shroud Line
- Nylon Felt

SOLD THROUGH LEADING JOBBERS EVERYWHERE

VISIT US IN BOOTH 52 AT THE LINEN SUPPLY CONVENTION IN CHICAGO

Benwall

MANUFACTURING COMPANY, INC.
2859 Atlantic Avenue Brooklyn 7, N. Y.

Starchroom's Laundry Primer

Part XXVI

Final of This Series

Importance of Supervision And Maintenance

By MARGRET M. RESCHETAR

FOR OVER A YEAR we have discussed the finishing of several types of garments on various pieces of equipment. The methods described have been painstakingly developed over the years at the machinery manufacturers' factories. Also, we have incorporated in these articles many little tricks picked up from operators in plants all over the country.

Can supervisor train?

In conclusion, we would like to ask this question: How many of you have a supervisory staff capable of training your personnel?

We would be willing to wager that the majority of laundryowners couldn't give a positive answer. For over five years we have been demonstrating finishing procedures in laundries and,

in all that time, we have visited only *one* plant in which the owner said, "This is my forelady; teach her first and then teach my operators."

When machinery salesmen or demonstrators come into a laundry to assist the management in getting maximum use from the equipment they are usually given *carte blanche*. The owner in a small plant, or the supervisor in a large one, silently steals away and comes back at the end of the day to ask, "How are things going?"

Are the employees you have given us to train capable of teaching someone else after we have gone?

It isn't necessary for the person who does the training in your plant to have the speed you expect from your regu-



Using the Spray Gun

The spray gun is the handiest gadget in the whole plant, yet the one most frequently used incorrectly. The object in using the spray gun is to *slightly dampen* articles that are to be finished. Yet one frequently sees an operator take hold of the gun and spray away for dear life.

To use a spray gun properly, hold it about 10 inches above the article being sprayed. Assuming that the gun is in proper working condition, squeeze the trigger and you will get a fine mist—all that is necessary. *Don't soak the material*; it wastes a lot of time and shortens the life of the press padding. Move the spray gun quickly over the area requiring dampening and release the trigger.

For efficient operation the spray gun should always be installed within easy reach of the operator; she should be able to reach it without taking a single step away from her position at the press.

Cowles

WHAT IS DRISUDZ?

DRISUDZ is a complete, all-the-way-thru laundry detergent. Soap and alkali are chemically combined in one product. DRISUDZ does the entire job of washing.

WHY IS DRISUDZ DIFFERENT?

DRISUDZ is a complete product—not a mechanical mixture—no “fillers” added. Each particle is the same as every other to assure constant solution strength and uniform washing results.

DRISUDZ

HOW DOES DRISUDZ SAVE TIME?

Use DRISUDZ *alone* on the break and in the suds. Dry to the wheel—all-the-way-thru—to turn out clean, sparkling loads in a hurry.

WHAT WILL DRISUDZ DO IN YOUR LAUNDRY?

DRISUDZ simplifies and speeds up washing—quickly penetrates stains—completely removes soil.

Your Cowles Technical Man will be glad to demonstrate *all-the-way-thru* washing with DRISUDZ in your plant. Call him today through your Cowles Dealer or write us.

Packed in multiwall paper bags, 100 lbs. net
and in Leverpak drums, 250 lbs. net

COWLES CHEMICAL COMPANY

7016 EUCLID AVENUE • CLEVELAND 3, OHIO

Cowles

LAUNDRY PRODUCTS

ESCOLITE

Highly concentrated laundry detergent and soap builder.

ESCOLLOID

Highly concentrated detergent and soap builder for heavy soil.

DRISUDZ

Complete laundry detergent for all-around laundry detergent.

ESCOFOS

Laundry detergent for cold and cold water washes.

ESCOL 77

Powerful detergent for linen supply—highly soiled white work.

DESOIL

Complete detergent for efficient short formulas.

ESCOMO BLUE

Powerful laundry detergent. 3 Shades—A (Green), B (Red), HC (Blue).

SOILSORB

Alkaline detergent detergent to “blat up” oily soil.

OLIVESCO

Vegetable oil soap with ESCOLITE for cold water washing.

ESCO SAVON*

*East of Rockies Only

Vegetable soap with ESCOLITE for hot water washing.

“Good Washing Wins Good Will”

lar operator. Speed doesn't enter the picture until quality and correct methods have been taught to the operator. The person who does the training must know exactly what is to be done on a particular type of job. She must stay with the operator and repeat, repeat and REPEAT until the new operator remembers *all* the tricks. This means she must stay with her for *at least a day; longer if it should prove necessary.*

If one of the shirt operators in our plant is out and we take her place the average output is not the same because it takes a good hour for us to get into the swing of things. At conventions, when working the units, it takes the demonstrators an hour or two to warm up. Don't forget, we get into the units to work at high speed once a year, when there is a machinery show.

We apply the same tricks to our work that we have described in these articles, and they pay off because we don't make any unnecessary movements.

From a practical point of view it is much more feasible to train one or two key employees along with your regular operators so that the work of the demonstrators will be of permanent value to you.

Well-kept equipment for training

Let's take a look at your equipment. How often do you grease and oil it? When was the padding last changed? How about the steam pressure? Air pressure? What have you done about leaky valves? Is the action of the machinery swift and fairly silent? Or slow and creaky?

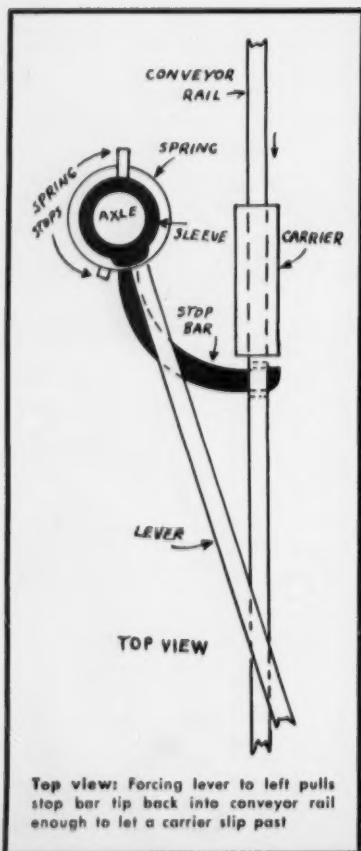
Do you have enough spare parts on hand or must you waste valuable time

and money ordering them from the factory when you have a breakdown? It is important that you maintain your equipment in good condition at all times. No training program can be conducted properly unless the equipment is in tiptop condition.

It has not been our purpose to belittle laundry management. We have merely tried to point out the weaknesses in the training and maintenance programs as they exist in the majority of the plants we have visited. If you see to it that someone in your plant is capable of training your operators you will never be caught short for lack of experienced help.

You can only be sure of attracting new customers and holding old ones when you can uphold a consistent standard of high quality and production from employees who have been well trained. □□

Control on Wet-Assembly Rail

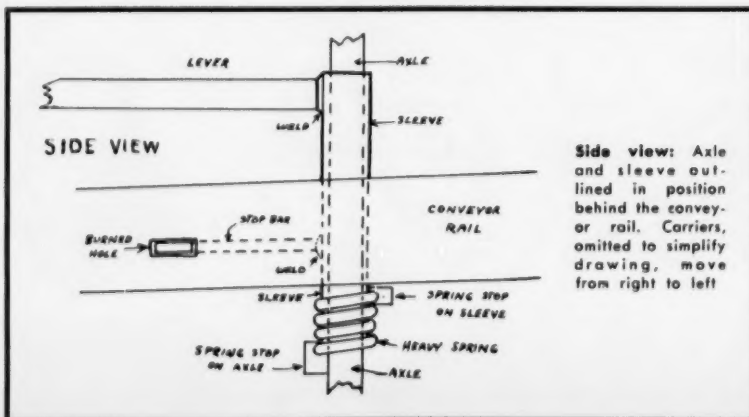


THE WET-ASSEMBLY RAIL is sloped to feed the work to the attendant by gravity at Johnson-Forrester Inc. (R. Lane Forrester, president) in Durham, North Carolina. At this man's work station, however, it was found necessary to hold back the accumulated carriers until he was ready for them. They had to be let down one at a time to keep from crowding him.

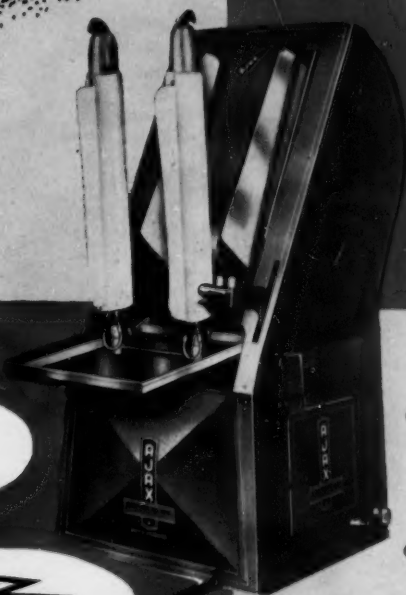
With an acetylene torch a hole, measuring about 1½ inches long by ½ inch high, was burnt through the rail. Through this opening an iron "stop bar" protrudes about an inch. Like a door lock it is square on the face toward the crowding carriers, and beveled on the back to slide in and out of the hole more easily.

Behind the rail this stop bar curves in a quarter-circle to end in a sleeve mounted on a vertical axle. On the lower part of the sleeve is a heavy coil spring that holds the stop bar in a normally closed position. From the top of the sleeve a lever extends at an angle over the top of the assembly rail, within easy reach of the operator.

When ready for another bundle, the operator forces the lever back about 6 inches, against the pressure of the spring. A carrier glides by the hole, and he releases the lever. The spring snaps the stop bar back into place. Since the stop bar comes about halfway down the slanting sides of the carriers, there is plenty of space for the bar to jab through the hole and stop the next carrier. □□



Meet the
sleek new
AJAX
sleever



Superbly Finishes

**BOTH
SLEEVES**

in

ONE LAY

Automatically



ADAPTABLE TO ANY PLANT LAYOUT
CONVERSION DIAGRAMS FREE ON REQUEST

- Exclusive "Magic-Eye" Seam Indicator Permits Instant Adjustment for Any Size Sleeve.
- Just press the button and PRESTO! — the press does the rest; swiftly, automatically.
- Fast drying in as little as seven seconds makes this press a real labor-saver and money-maker.



WESTERN LAUNDRY PRESS CO.

609 South Fifth West • Salt Lake City, Utah

Manufacturers of AJAX Presses Since 1929

WRITE WIRE OR PHONE
FOR FREE FOLDER!

Rhapsody in Bellevue

THIS MONTH'S "gadget review" is going to be just a little different than usual since it results from one of the few times I've found enough items in one laundry to fill these pages. To make a long story short, I dropped into Charles Petrie's All American Laundry in Chicago and ran into a wealth of material that should be of real interest to you. If you ever visit the All American Laundry, don't fail to see engineer Dick Christensen's office back by the boiler room, if you like real art. Charley and the boys got busy while Dick was on vacation and decorated the walls with a few hundred choice calendar girls.

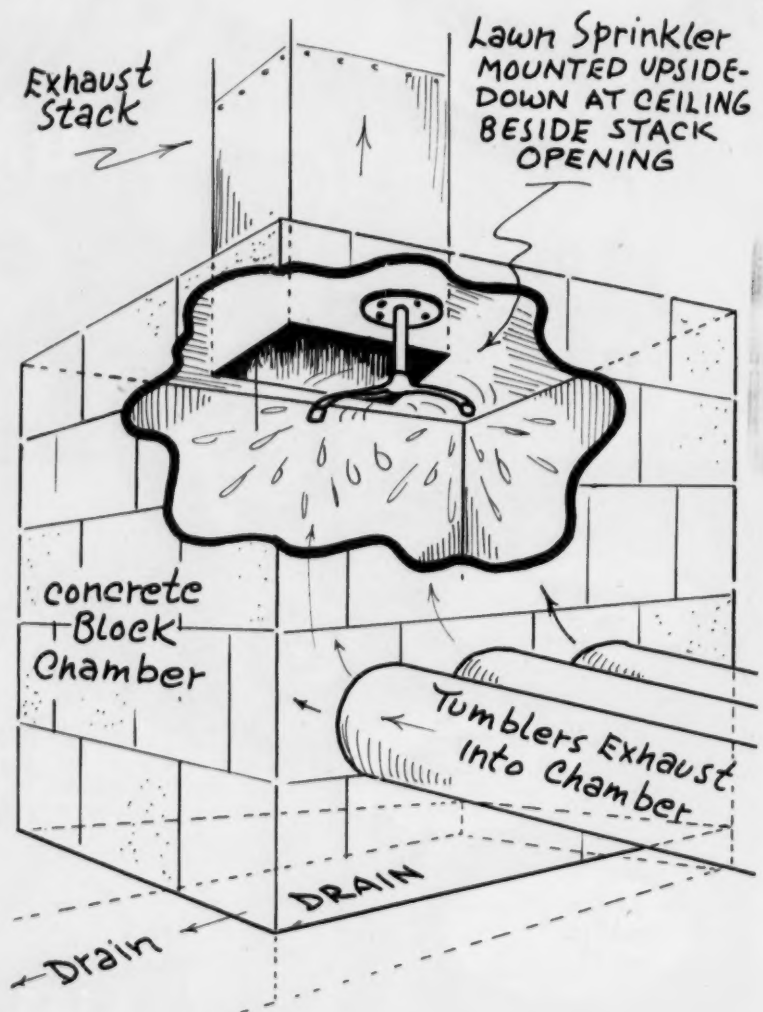


Board for Blanket Hems

For one thing, this plant was one of the first to go all out for the electric blanket washing business, and is still out of this world on volume for that item. Does a beautiful blanket, too. To speed up the ironing of the hems, All American has built a narrow ironing board that takes up very little space and can be left right where the blankets are removed from the drying racks. The 7-foot-long-by-8-inch-wide ironing surface has a padded top and sets atop a metal frame. The frame has a wooden bin at its base to hold the blanket off the floor while the hem is being ironed. A 2-inch-wide board along the leading edge of the ironing board is covered along its entire length by a strip of carding cloth to keep the blanket from slipping off the ironing board. This carding-cloth-covered strip is fitted with short dowel-pins that slip into holes in the

side of the ironing board to hold it in place. Makes it easy to remove when it becomes necessary to recover the ironing board. Another 8-inch strip of

carding cloth across the end of the ironing board helps to anchor the hem at one end so the operator can smooth it out for ironing with one hand.



Lint Trap

Lint traps may come and go, and I've seen a lot of them, but here's one I won't forget. The All American plant has two concrete block structures about 4 feet high, 4 feet wide and 6 feet long, just the other side of the wall along which the tumblers are set. Three tumblers exhaust into each structure and up a big stack out the

top of each of these concrete affairs. The lint stays in the traps because it has to pass through a heavy spray of water before it can reach the big exhaust stacks. The spray is provided by a revolving lawn sprinkler set upside down in the ceiling of each structure. The dampened lint drops into a drain at the bottom and is flushed on to the sewer by the water from the

ALL 5 IN ONE SOUR...

SAFE ON ALL CLASSIFICATIONS

100% SOLUBLE

DESTROYS MOTH LARVAE

PREVENTS ROLLING

SANITIZES BETTER

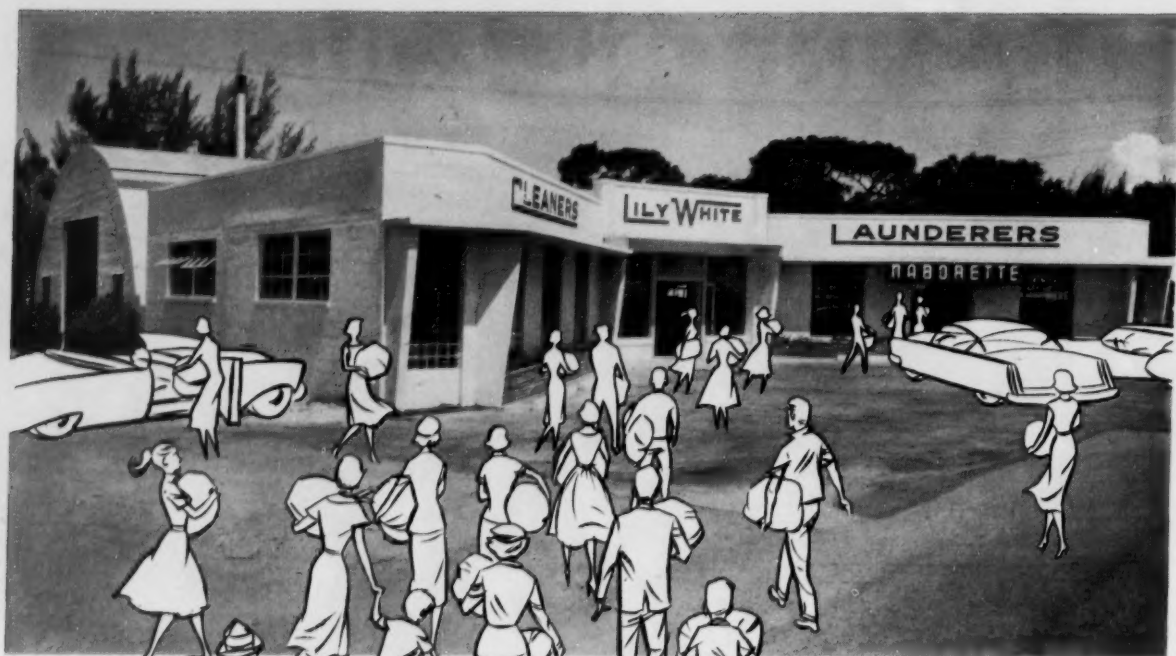


SANI-SOUR

Sanitizes and Neutralizes

Consult your Keever Sales-Service Man

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO



Business is Rushing ..

Lily White Laundry Opens
American Naborette
Feeder Plant and Cashes in on
Quick Service Business



World's Largest, Most Complete Line

STARCHROOM LAUNDRY JOURNAL



• • AND NABORETTE'S THE REASON!

When Lily White Laundry opened its Naborette Feeder Plant in suburban Sarasota, Fla., business came with a rush—and it's still rushing! Folks with fast, quality service in mind were quick to take advantage of Lily White's new 1-to-4 hour service on fold dry and damp wash. Lily White is now getting bundles that were formerly done in home-type equipment. Customers are bringing in their shirts and dry cleaning, too!

Progressive laundrymen are discovering new and untapped business by meeting customer demands for quick drive-in service. You can too, with an American planned and equipped Naborette Feeder Plant.

Naborette is a complete laundry plan. Plant layout and equipment are tailored to give the service best suited for your locality. Write for full information, or call your American Representative.



You can depend on your American Representative's advice in your selection of equipment from the *complete American Line*. Backed by our 86 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance any time . . . no obligation.



The

AMERICAN

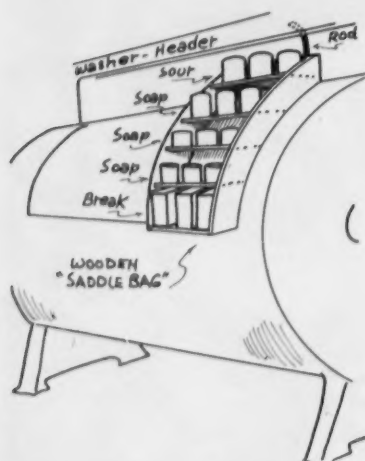
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

of Laundry and Dry Cleaning Equipment

April 15, 1954

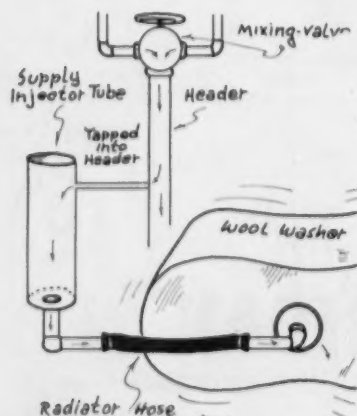
sprinkler. Not enough lint gets by the sprinklers to be any kind of nuisance to the neighbors.



"Saddle-Bags" Hold Supplies

In the washroom each washer is equipped with what look like saddle-bags to hold washing supplies. They are curved wooden racks that fit the curve of the washer and are held in place at one end of each washer by a curved rod fastened to the top of the rack and curved up to hook behind the washer "channel" or "header."

To get more consistent washing, All American developed these shelved racks to hold measured containers of dry supplies. (During his spare moments, the washroom man keeps them filled.) They eliminate the chance of skipping a suds, since he uses the containers step by step up the rack as they are needed. In this way he can tell at a glance where he is on the washing formula at all times.



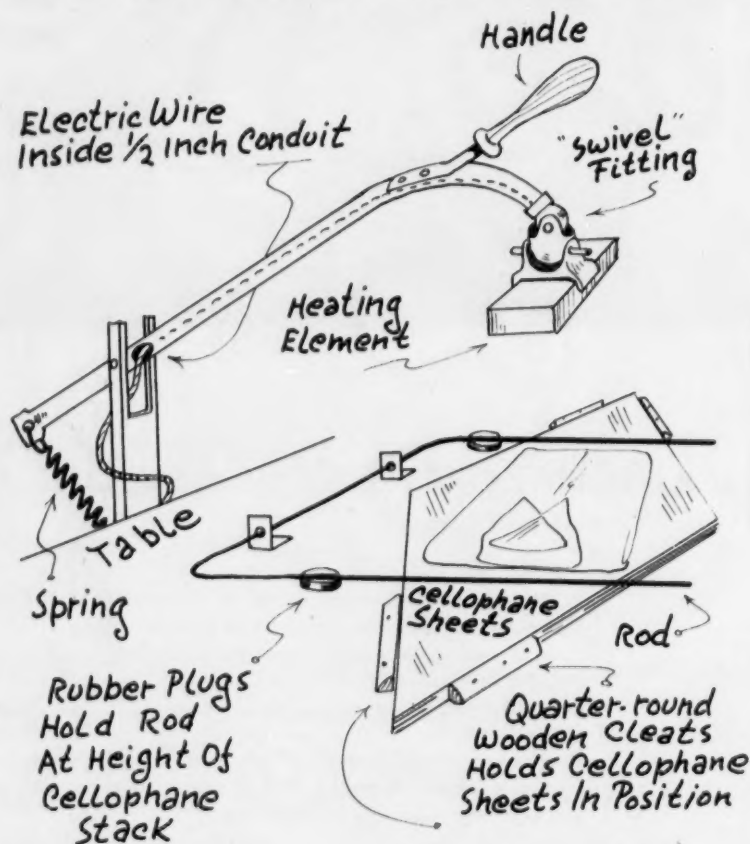
Supply Injector

If you're familiar with small wool washers, the kind that operate with a

motion like a teeter-totter, you'll see the advantage of a supply injector that will eliminate the need to pour supplies in through the door on top of the machine and run the danger of damaging the load. In this case a section of 4-inch pipe has been positioned at the side of the main water header with a small pipe tapped into it and the main header. A $\frac{3}{4}$ -inch line from the bottom of this section of pipe leads to the fill-pipe, which enters at the bottom of the washer. Because of

the flexible mounting of this type of washer, a length of radiator hose is best used to connect the fill pipe.

Supplies are added through the section of 4-inch pipe (they call it an "injector tube"). When the mixing valve is opened for filling the washer, a little stream of water comes through near the top of this injector tube and carries the supplies into the fill pipe at the bottom of the washer where they mix with the water before coming into contact with the woolens.



Aid for Wrapping Shirts

Well, here we go again. A better deal for sealing those cellophane-wrapped shirts. Maybe this would be a good time to register a pet peeve. The thing I hate is to get back a cellophane-wrapped shirt that the girl has wrapped so tightly that it's all crumpled. Quality-minded launderers use a heavy wire frame over which the cellophane sheets are folded so the shirt just can't get out of shape; makes a lot neater package too.

For instance, in the illustration for this item I've tried to show the U-shaped wire frame over which the cellophane sheets are folded and into which the shirt just fits. After the edges are sealed the package is pulled towards the operator and it slides off

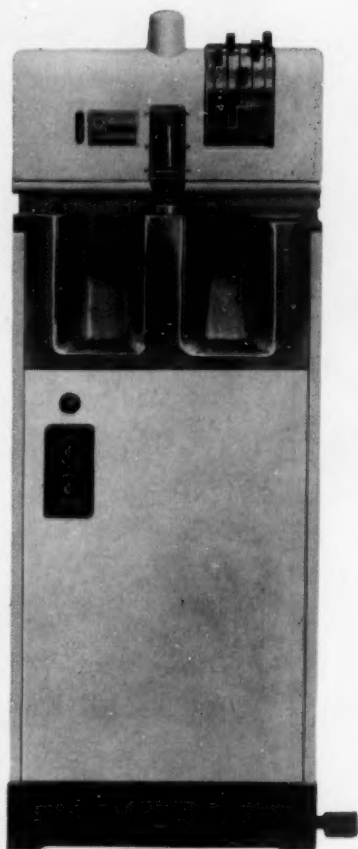
the rod ends leaving square-cornered ends all around. Of course if you want the package dustproof you'll have to hit the corners again with the heating element . . . but few operators go to that trouble. Incidentally this U-shaped wire gimmick is hinged at the back edge so it can be lifted up so the wrapper can replenish the supply of cellophane. This makes it easier to remove the wrapped shirt too.

A spring-balanced piece of curved conduit holds the heating element. Nice part of this device is the wooden handle that prevents the operators from touching the heating element.

Best of all is the way the heating element is always at a level position no matter at what angle the arm is placed. This is due to what I've called a "swivel" fitting, although I know

Polymark

THE VISIBLE LOT MARKING SYSTEM...



NOW SERVING THE
LAUNDRY INDUSTRY
IN THE UNITED STATES,
CANADA...AND
32 OTHER COUNTRIES

Polymark Division
PINNACLE PRODUCTS
CORPORATION

NEW YORK
260 Madison Ave.
New York 16, N. Y.

CALIFORNIA
1515 Gardena Ave.
Glendale, Calif.

Exclusive Canadian Licensees, Simmonds Products of Canada, Ltd.
5805 Monkland Avenue, Montreal, Canada



S A F E T Y

Safe, practical operation is the keynote of the new UTILITY. Every possible help has been incorporated in the body design to give the driver the utmost personal safety and safety of operation. The front windshield offers 180° vision to eliminate blind spot hazards at intersections, while the SAF-T-TRAK on steps and floors prevents foot slipping, even on rainy days. These are just two of over a dozen special safety and labor-saving features embodied in UTILITY that make it the most versatile and dependable truck body manufactured today.

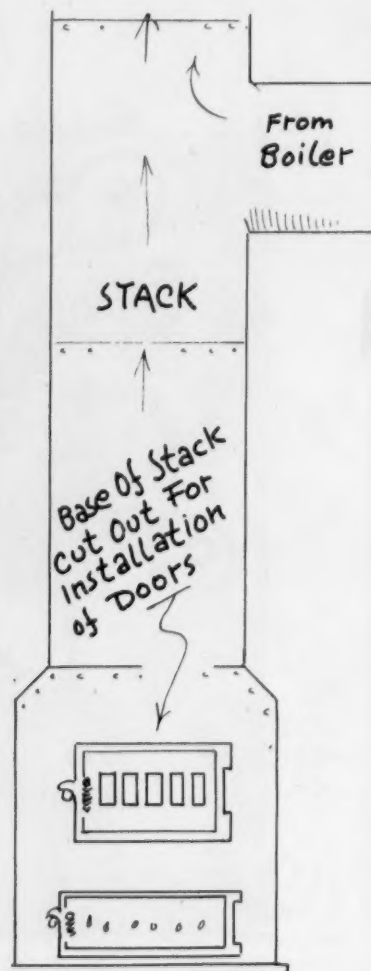
Phone-wire-write for additional information and name of nearest UTILITY representative.

THE TRUCK WITH *Control Tower* VISION



UTILITY TRUCK DISTRIBUTORS, INC.
Union City, Indiana
Phone 424

that's the wrong word. It's a ball joint on the end of the conduit which in turn fits into a socket for holding the heating element level in one plane. This socket in turn is pinned to still another socket-like clamp that keeps the iron level in the other plane. Anyhow, the iron is level when it is brought into contact with the cellophane. (Let's drop it, men, because at this point I'm getting a little bit confused myself. At least it works!)



Incinerator in Smoke Stack

Wonder why more incinerators haven't been built into the base of the boiler room smoke stacks. All American cut sections out of one of the conventional stacks so furnace doors could be welded on. Made a handy place to burn plant rubbish and led to a lot better housekeeping.

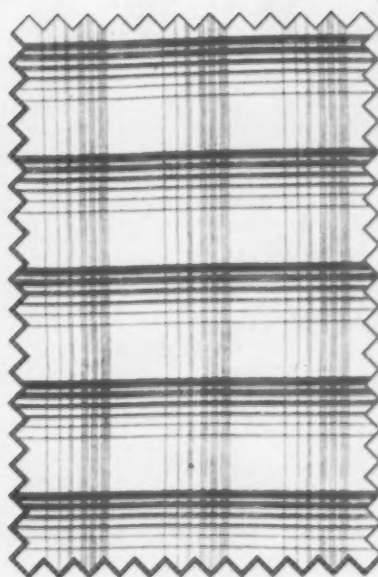
Bands Check Processing Date

Learned something about shirt bands this trip. The All American

YellowGo makes the difference



← *between this*



and this →



every department . . .



LAUNDRY



DRY CLEANING



RUG CLEANING

**YellowGo clears up dye fades of any color,
in any fabric...*quickly, surely, safely***

When colors run, bleed or print off... on white, off-white and colored fabrics... you can remove them effectively with YellowGo. If dye stains cover a large area immerse the whole article in a solution of YellowGo and water (proportion: 1/2-ounce to 1 gallon) ... for small stains simply spot the area with the YellowGo solution. YellowGo is safe because it's controllable... works slow or fast, hot or cold... will strip yellow, red, green, purple, blue, brown, black and other reducible fades without injuring original colors. A single gallon of YellowGo gives you 250 gallons of the best stripping solution you ever used... and for less than 5¢ a gallon! Better try it.

YellowGo

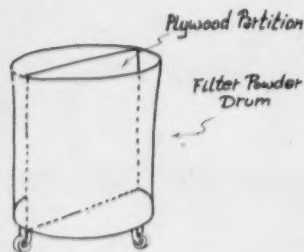
... for 26 years manufactured by A. L. WILSON CHEMICAL CO., Kearny, N. J.

... and sold by LEADING JOBBERS EVERYWHERE

plant uses the center third of the space on the shirt band for the plant name in white letters on a dark blue background. This part of the band is always the same. However the color of the remainder of the band is different every month. This gives an accurate check as to when the shirt was processed.

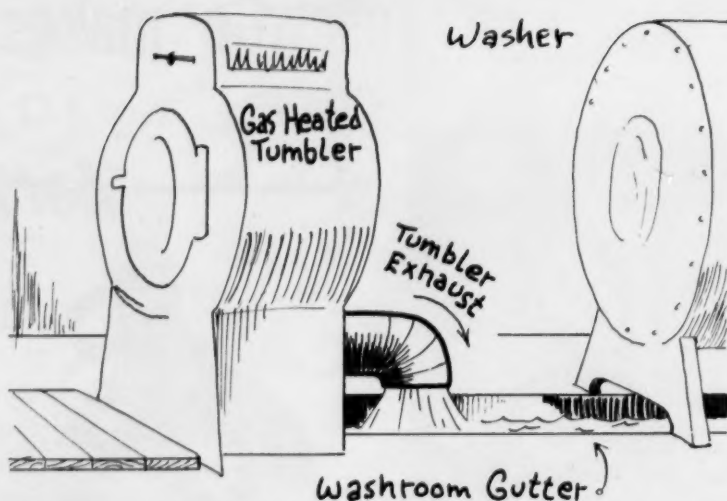
If a customer brings some shirts back after they've been crammed in a dresser drawer for two or three months and accuses you of lousy work, because of their crumpled appearance, at least you have a comeback if you use a system like this.

On the back of the shirt All American's name and address appear in small print along with the American Institute of Laundering emblem. The AIL emblem, according to Charles Petrie, is the finest gimmick he has yet found for selling shirt service to the laundry customer. As he uses it, it acts as an endorsement.



Two-Part Drum

Here's one from the American Laundry in Grand Rapids. It's a drum divided in half by a plywood panel so two kinds of filter powder are handy to the drycleaner in the dry-cleaning department of the laundry. The drum is outfitted with caster wheels for easy transportation.



Laundry Tumbler Exhaust

Here's another way of exhausting a laundry tumbler. At All American I saw a tumbler set crosswise over a washroom gutter with an elbow on the exhaust to direct the exhaust into the dumpwater from a long line of washers. Didn't see any flying lint either. Same principle as the old water tank method used on the roof of many plants.

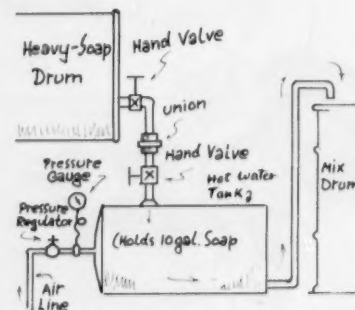
Drawing Soap From Drums

Those of you with cleaning departments can appreciate this one. It deals with drawing off heavy dry-cleaning soap from drums. Adding a little air pressure to the drum is frowned on since there is real danger of splitting the drum.

One cleaning-room foreman has solved this time-consuming chore by placing the soap drum in a horizontal position on its dolly and letting it drain into an old hot-water-heater storage tank which lies on the floor under it. The tank and drum are con-

nected with pipe sporting a union and a hand valve. It takes about 25 minutes to drain off 10 gallons into the tank; then the hand valve is closed.

A line from one end of the tank leads into the main soap makeup drum, while the other end of the old water tank has an air line fitted to it. This air line has a pressure regulator and a pressure gauge to control the amount of air allowed to enter the tank to force the heavy soap into the makeup drum. □□



LAUNDRY BUSINESS TRENDS

New York

Feb. 13—3.5% less than last year
Feb. 20—2.9% less than last year
Feb. 27—2.3% less than last year
Mar. 6—2.3% less than last year

M. R. Weiser & Co., New York

New Jersey

Feb. 13—3.4% less than last year
Feb. 20—3.0% less than last year
Feb. 27—2.0% less than last year
Mar. 6—2.1% less than last year

M. R. Weiser & Co., New York

New England

Feb. 13—1.1% more than last year
Feb. 20—2.3% more than last year
Feb. 27—2.3% more than last year
Mar. 6—0.1% more than last year

Carruthers & Co., Boston

Southeast

Jan.—1% less than last year

J. R. Wilson & Co., Atlanta



whether you use

1 or 100

HUEBSCH

OPEN-END TUMBLERS

*dry faster...
more efficiently...
more economically*

• All over America, more than 80,000 Huebsch Tumblers are doing a real job for launderers and dry cleaners. You see them everywhere in single units . . . or in batteries of as many as 100!

Why the big demand for Huebsch Tumblers? Because Huebsch Tumblers cost *less* and are *less expensive* to maintain. You don't get unnecessary gadgets, expensive chrome plating or dirt-catching envelopes. You pay only for performance—and Huebsch gives you *lots* of it! *Faster* drying at *lower cost*—and *that's* what you want! Sizes for every need—in both steam and gas-heated models.



From the inventor and world's largest manufacturer of open-end tumblers . . . also makers of:

Huebsch Open-End Washers • Handkerchief Ironers and Fluffers • Pants Shapers • Automatic Valves • Feather Renovators
Double Sleavers • Collar Shapers and Ironers • Garment Baggers • Cabinet and Garment Dryers • Washometers

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., MILWAUKEE 1, WIS.

Division of THE AMERICAN LAUNDRY MACHINERY CO.



Roving reporter visits delegates' tables for answers to discussion questions at DSIA meeting

D.S.I.A. Meets in Chicago

By LOU BELLEW

THE WHOLE GANG got into the act when the Diaper Service Institute of America put on its ninth annual convention in Chicago on March 14 through 17.

Following the pattern inaugurated a year ago to make participation by all delegates possible, members sat eight to a table in the meeting hall and a ninth man acted as table chairman. A presiding officer at the speaker's table asked questions of general interest and then discussed them while each table considered a solution. A roving reporter with a mike approached each table's chairman and had him air his table's views on the subject.

Without any visible signs of tiring, the delegates continued this pattern Monday, Tuesday and Wednesday from 10:00 a.m. to 4:00 p.m. or later, according to the problem being discussed. No question was too small to get a full answer and there was plenty of enthusiasm among the members.

The registrants—over 200—heard Harold K. Howe, Washington, D. C., representative of the DSIA, do his usual outstanding job of bringing



New officers are Dan Edwards, vice-president, Bob Mandel, president, and Bernard Kessler, reelected treasurer

members up to date on Washington goings on. Dr. Pauline Beery Mack of Texas State College for Women was scheduled as a feature speaker, but she was out of the country and unable to attend. Her associate, Dr. Joseph C. Sherrill, attended, however, and talked at length on serviceability of various types of nets and on washing procedures.

Bob Mandel, Richmond Hill, New York, heads the slate of 1954 officers

as the newly elected president. Bernard Kessler of Philadelphia was reelected treasurer and F. Norbert Cannon, Washington, D. C., continues as secretary. Bill Cullison, Pittsburgh, assumes the duties of director.

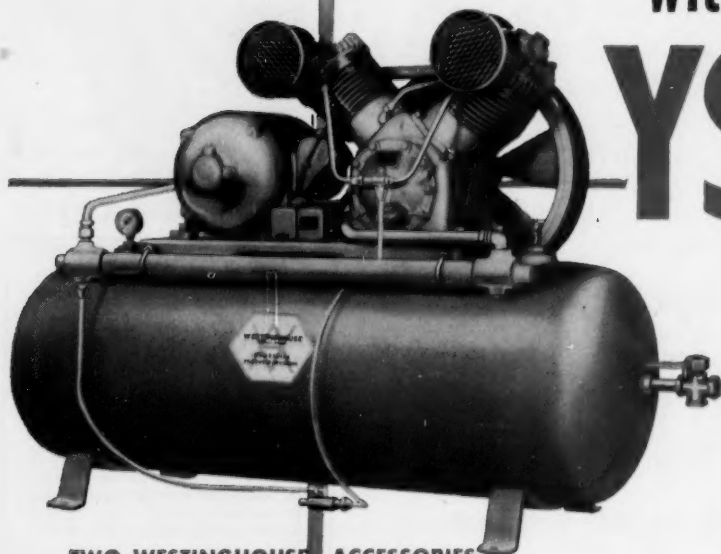
The ladies had their day at a Monday luncheon at Jacques' French Restaurant with a fortune teller on duty. And Tuesday night's annual banquet was of course a big moment for everyone. □□

Always...

a good supply of clean, dry air

with a Westinghouse

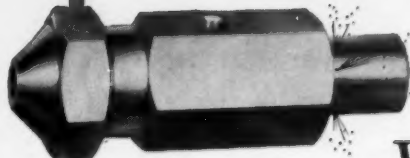
YS air compressor



**TWO WESTINGHOUSE ACCESSORIES
THAT WILL HELP KEEP YOUR AIR SUPPLY DRY**



Westinghouse Type "W" Aftercooler — condenses moisture in the air discharge, and collects it for removal.



Westinghouse C-1 Automatic Drain Valve—ejects (vaporizes) condensation from the tank and the aftercooler. Its operation is completely automatic.

THE Westinghouse "YS" Air Compressor is a single-stage, low pressure unit, available in 5 different sizes ranging from 1½ hp to 10 hp. Each model is exactly fitted to laundry needs, and equipped with the special Westinghouse features that insure long, maintenance free service. The features include *low oil level protection . . . controlled pressure lubrication . . . thermal overload protection.*

If you are equipping a new laundry, or your old compressor is failing, call your Westinghouse Air Compressor Dealer—he's listed in the classified section of the telephone directory. He can help you select the exact Westinghouse "YS" Air Compressor model to meet your needs, and he can even help you plan your equipment for future expansion requirements.

Westinghouse Air Brake COMPANY

INDUSTRIAL PRODUCTS DIVISION



WILMERDING, PENNSYLVANIA

Manufacturers of air compressors, pneumatic cylinders, actuators, air control devices of all kinds, engineered pneumatic control systems, and front end loaders.

Factory Branch: EMERYVILLE, CALIF. Distributors throughout the United States...Consult your Classified Directory. Distributed in Canada by: Canadian Westinghouse Co. Ltd., Hamilton, Ont.



For Bedspreads—
For ALL difficult specialty jobs—use

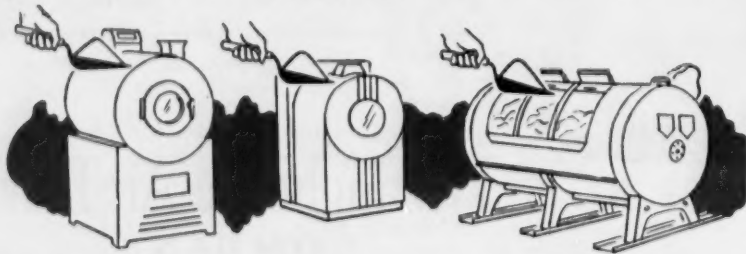
ARCTIC SYNTEX HD

COLGATE'S Safe, Easy-to-Use, Heavy-Duty Detergent

Arctic Syntex HD is particularly effective for washing woolens, synthetic fibres, all kinds of colored goods, diapers—and for hard-water washing of white work. It's easy and safe to use . . . makes abundant suds. Gets work really clean!

Contains **Colgate Laundry Brightener**—the newest product of Colgate Research Laboratories. Makes white cottons look whiter, colors brighter.

**NO MATTER HOW YOU WASH BEDSPREADS—
ARCTIC SYNTEX HD IS A SURE WAY TO SATISFIED CUSTOMERS**



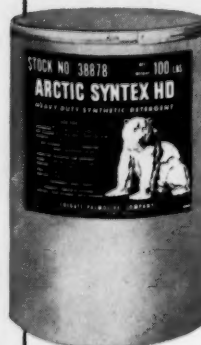
COLGATE-PALMOLIVE COMPANY

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill.
Kansas City 5, Kans. • Berkeley 10, Calif.

Other C. P. Products for the Laundry Industry

Colgate Formula 40—Ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsibility," quicker rinsing, cleaner finished work and lower soap consumption. Add direct to the wheel.

Colgate Laundry Brightener—Revolutionary new detergent aid...guarantees whiter cotton whites, brighter colors—every wash!



**ORDER
TODAY!**

100-lb.
fibre
drums
or 50-lb.
paper bags.



FREE! New 1954
Handy Soap and
Synthetic Detergent

Buying Guide. Tells you the right product for every purpose. Get a copy from your Colgate-Palmolive representative, or write to our Industrial Dept.

for maximum
efficiency and
economy, choose a

SUPER

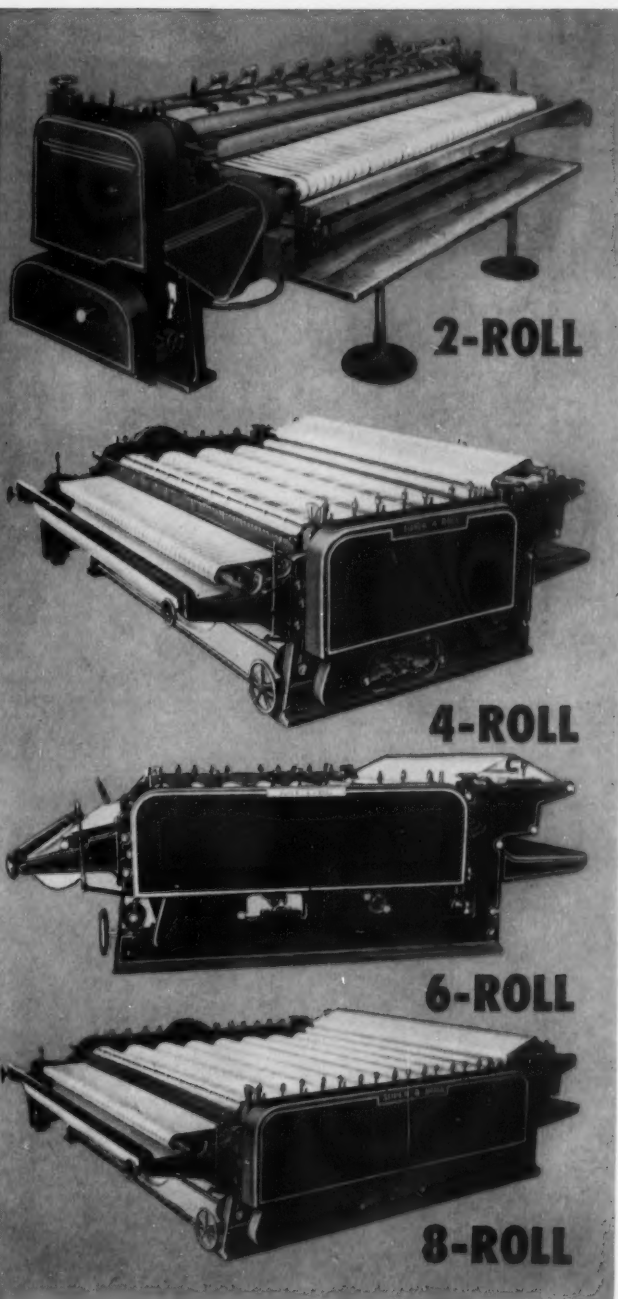
2-4-6- or 8-ROLL

CHEST TYPE IRONER

Whatever your production requirements, you'll find a SUPER CHEST TYPE IRONER that fits your needs precisely. SUPER'S 2-4-6- and 8-ROLL models give you a wide range to choose from so that you can have exactly the ironer that fits into your specific situation without expensive excess investment in machinery.

SUPER ironers are built for long service at low cost, too! Features that reduce maintenance expense include: Rigid cast iron one-piece end frames. Close-grain cast steam chests. Perfectly aligned precision cut gears. Seamless steel pipe pressure rolls. (They're 13 $\frac{3}{8}$ " O.D. with padding for 20% extra heating surface.) Self-adjusting pressure mechanism. All bearings bronze replaceable anti-friction. Upper and lower aprons SAME LENGTH on 4, 6, 8 Roll Ironers.

Infinitely variable mechanical speed changer is standard on 2-Roll Ironer, optional on 4-6- and 8-Roll Ironers.



Write for complete details, Super Chest Type Ironers.



Unloading Washers



Conventional and Quik-Out Washers



Open-top Extractors



Automatic Folders



Chest & Cylinder Ironers



Laundry Presses



Automatic Controls



SUPER

LAUNDRY MACHINERY COMPANY

A Division of
St. Joe Machines
"Since 1877"
ST. JOSEPH MICHIGAN



Mid-West Cleaners-Launderers

THE BEST TURNOUT in the past four years—278 paid registrations—took place at the Mid-West Cleaners and Launderers Convention held March 4, 5 and 6 in Kansas City, Missouri. There was something about this particular convention that was just a little out of the ordinary—a

great enthusiasm on the part of the delegates.

The Kansas president, Jack Bates, started the meeting off on a nice friendly tone. Your STARCHROOM LAUNDRY JOURNAL representative, Lou Bellew, was first on the program and it was reassuring to see the 200 dele-

gates who braved this first session taking notes on business getters. Maybe that's the modern trend in the business: operators are ready to start doing a real selling job.

Bill Jacobs, Kansas City, Missouri, showed the American Institute of Laundering film "Every Day Is Mon-



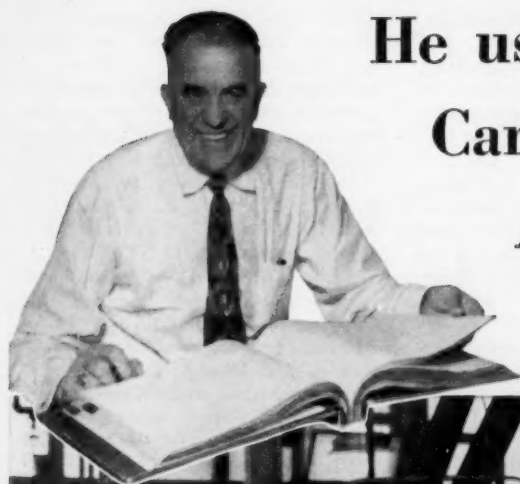
Panel of representatives of department stores is moderated by Martha Franklin, at microphone, assisted by George Johnson of AII, standing



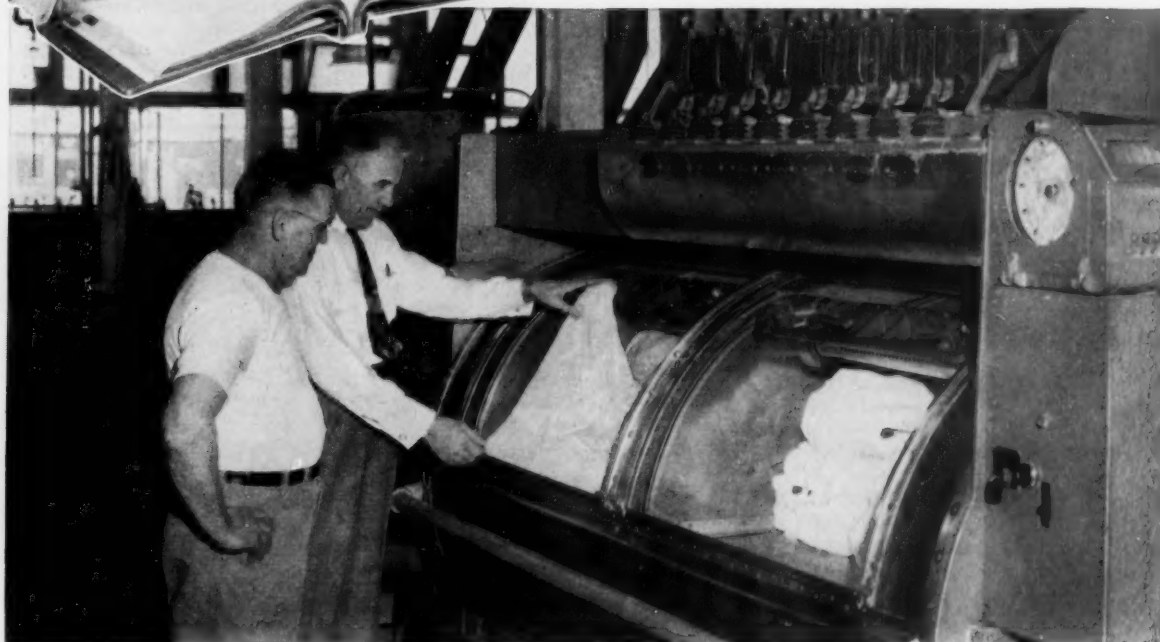
Missouri association officers are, front row, left to right, David Oxley, president, and Andy Goldrick, secretary-treasurer. Back row, left to right, shows the vice-presidents, Conger Beasley, H. E. Gordon and Otto J. Klein



New Kansas officers are, left to right, front row: Harry Widman, secretary-treasurer; Jack Bates, retiring president; Spencer Baltz, president. Back row, left to right: Harold Miller, director; A. T. Elam, vice-president, and Ray Farmer, director



He uses Wyandotte Carbose CR, Carbose 53, Arlac and Riddax ... *and for good reasons, too!*



Jim Pederson, owner, Calhoun Launderers & Cleaners Co., Minneapolis, Minn., inspects wash with superintendent Harry Sorenson (left).

He saves up to \$100 monthly in FUEL COSTS ALONE!

"We're really sold on Wyandotte products," says Jim Pederson, owner, Calhoun Launderers & Cleaners Co., Minneapolis, Minnesota. "At present, we are using four of them in regular production.

"CARBOSE* CR enables us to use cold water rinsing and saves up to \$100 per month in fuel costs alone. This is a 15% savings on our former fuel bills, thanks to Wyandotte.

"CARBOSE 53 makes our shirts silky and smooth. Customers note the great improvement in their shirts, and this helps to build

our business, month by month.

"We use WYANDOTTE ARLAC* for flatwork and linens. Test pieces washed with ARLAC show 98% whiteness and very low tensile strength loss! We like ARLAC far better than anything we've ever used.

"RIDDAX* makes our hard-to-clean undercoating overalls and coveralls brighter and snappier than any competitive products we've ever tried."

You, too, can enjoy tremendous work improvement and substantial washroom savings with Wyandotte specialized products. Call your job-

ber or a Wyandotte representative. Let him demonstrate to your complete satisfaction. Do it now! Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Angeles 12, California.

*REG. U.S. PAT. OFF.

 **Wyandotte**
CHEMICALS

Helpful service representatives in 138 cities in the United States and Canada



Largest manufacturers of specialized cleaning products for business and industry

day" and commented briefly on the need for better efforts to sell the housewife. John A. Ireland discussed the charged system through the eyes of the National Institute of Drycleaning. He explained the system in a way that could never be misinterpreted. And the listeners actually took notes!

George Johnson of the AIL covered the current textile field in a technical, but easily understood, talk. He also helped Martha Franklin, Kansas City, Missouri, moderate a panel of local department store representatives. The launderers and cleaners got some down-to-earth answers to their questions—and they asked plenty of them.

The last day was probably of most interest to the delegates: it featured

two active members of the industry, Willard Townsend of Lincoln, Nebraska, and Jack Bates, Kansas City, Kansas. Mr. Townsend explained a simplified method of sales accounting and route control that he has developed in his own laundry and dry-cleaning plant. Jack Bates wound up the meeting with a few thousand words on incidents that had happened to him in trying to operate a small cleaning plant. It was just the ticket to wind up a convention on the right note for a room packed with cleaners operating with only half a dozen employees. According to Jack, he must have had quite a time surviving the scrapes he got into from the day he opened for business.

For the Kansas Association of Cleaners and Launderers, Inc., Spencer Baltz succeeds Jack Bates as president. A. T. Elam is the new vice-president and Harry Widman continues as secretary-treasurer. New directors are: Harold Miller, Ray Farmer, Adrian Smith, Ed Elam, Roy Bayless, Russell Johnson, Ted Haas, Dan Blanchard, Jack Bates, Spencer Baltz, George Pottorff and A. T. Elam.

David Oxley succeeds Vern Barnhart as president of the Associated Cleaning and Laundry Services of Missouri, Inc. H. E. Gordon, Conger Beasley and Otto J. Klein are vice-presidents, while Andy Goldrick continues as secretary-treasurer.

—Lou Bellew

Texans Convene in Austin

BUSINESSMEN WHO THINK they can stop advertising today are the leading candidates for a gallery of "forgotten men of tomorrow," according to Dr. Ernest A. Sharp of the University of Texas journalism department. Dr. Sharp was one of the featured speakers at the annual convention of the Texas Laundry & Dry Cleaners Association on March 24 through 26.

Dr. Sharp told the 270 members of the association that continuity is of prime importance in advertising and cited as examples many old-timers in various industries who rose by means of advertising, then stopped and were forgotten. In 1948 a survey showed, he said, that more people recognized Elsie the Borden cow than presidential candidate Dewey. Continuity made the difference, he stated.

Total attendance was about 350, including wives and allied tradesmen. The program included a tour of a typical Austin plant on the first day followed by a directors' meeting. Registration took place through the first two days.

On the second day, Thursday, the group elected new officers. Tom Gallagher, Model Laundry, Marlin, was elected president to succeed David P. Wallace, Jr., Progress Laundry and Dry Cleaning, Dallas. L. M. "Mike" Gay, Gay Laundry, Jacksonville, is the new first vice-president and Charles Callaway, National Laundry, Temple, was named second vice-president. Lynn B. Shaw is the secretary-treasurer.

The following new directors were elected: H. B. Allard, Garland; Sam Bechtel, San Antonio; Charles A. Burton, Austin; Percy Cannon, Hender-



Retiring president Dave Wallace congratulates Tom Gallagher, new president of the Texas Laundry & Dry Cleaners Association. Above, left to right, are: L. M. Gay, first vice-president; Mr. Gallagher; Lynn Shaw, secretary-treasurer; Mr. Wallace, and Charles Callaway, second vice-president

son; George H. Harvie, El Paso; Gene Kerley, San Angelo; Travis La Rue, Austin; James F. Milholland, Dallas, and Mr. Gallagher and Mr. Callaway. Holdover directors include: Mr. Gay, George G. Boyd, Ralph J. Bumpass, Jack Henckels, Fred Page, L. Ray Pell, Ralph K. Pond, Jr., Barry B. Putegnatt, R. R. Willis and Mr. Wallace.

In another important address, George Isaacson, speaking for Edwin Pearce, president of the American Institute of Laundering, who could not attend, urged delegates to sell hard in the months ahead. Hard selling is the answer to dropping business, he said, because people have the money and will spend it if need is created in their minds. To this end he urged that routemen be evaluated by the amount of business sold each week. He also proposed splitting big routes for more production and weeding out of poor salesmen.

Norbert J. Berg, general manager, National Institute of Drycleaning, commented that the drycleaning busi-

ness has been climbing since 1933 and that the trend can be promoted by good advertising. He warned against advertising that knocks competitors, fabrics or the industry generally and advised a more positive institutional approach.

Ernie Heidersbach, representative of R. R. Street & Co. Inc., Chicago, explained the charged system, emphasizing the values of two-bath cleaning. He stressed the need for accurate proportions of water and soap.

The program also featured speeches by Texas Attorney General John Ben Shepperd; Dr. Neal Bowman of the National Association of Manufacturers; J. D. Wheeler, director of workmen's compensation, insurance department, and Dr. Kenneth McFarland, educational consultant. In addition, a number of members outlined their best sales and production ideas of the year.

A dinner-dance at the Crystal ballroom of the Driskill Hotel, convention headquarters, closed the three-day convention. □□

WE'RE ONE OF THE
**PROFESSIONAL
LAUNDRIES**

ADVERTISED IN
LIFE

It pays to wear shirts with a
"professionally-done" look!



A man looks better, feels confident and at ease when he knows his shirt looks right! Yet very few shirts done at home ever have this finished, "professional" look.
It's different with professional laundries—they turn out shirts with a fresh new look every time! To give their work a smooth, wrinkle-free appearance, to keep shirts pliable, free from starchiness or starchiness.
SHIRTS STAY BETTER LOOKING LONGER WHEN A PROFESSIONAL LAUNDRY DOES THEM

...and we dress
your shirts with
**VELVET
RAINBOW®
STARCH**

Here's how you
"sign your
name" to
this
LIFE
ad

• It's easy to let people know it was *your* ad they saw in the February 15th issue of *Life*.

Just put this display on your laundry counter and let it speak for itself. Better still, see your distributor about Huron's complete package of specially prepared displays, window streamers, newspaper mats and transcribed radio spots.

Smart laundry operators everywhere are doing just that. What's more, they tell us, it's paying off.

Take a closer look at this second ad in the campaign and you'll see why. The pre-sold market for shirts dressed with Velvet Rainbow is growing every day.

Then get on the phone and ask your distributor about tying your laundry in with Huron's big *Life* campaign that's drumming up more laundry business than anything in years. A.3.36

THE HURON MILLING CO.
9 Park Place, New York 7, N. Y.

VELVET RAINBOW®
Starch



Guaranteed
50% Velvet Wheat

HELPS YOU DO QUALITY WORK SELL IT TOO

FACTORIES: Harbor Beach, Michigan

SALES OFFICES: 161 E. Grand Avenue, Chicago 11 • 13 E. Eighth Street, Cincinnati 2 • 383 Brannan Street, San Francisco 7



Two head tables seated speaker and honored guests at New Jersey convention

New Jersey Jubilee

ADD ANOTHER CANDLE for the New Jersey Laundry and Cleaning Institute which this year marks its fiftieth anniversary. The occasion was suitably commemorated at the group's thirty-fifth annual convention held recently at the Essex House in Newark, New Jersey.

It was a jubilee affair. More than 200 members, guests and allied tradesmen (as well as a few strangers) turned out for the fact-packed program that included a dozen speakers, movies and exhibits.

The program got off the ground with a thought-provoking film on the industry's sales problems entitled "What's in Store For Laundries," presented by William R. Fry, technical representative of the American Laundry Machinery Company.

This was followed by a shirtsleeve talk on "The Practical Side of the Charged System" by John A. Ireland, director of industry relations for the National Institute of Drycleaning. Armed with chalk, charts and test tanks, Mr. Ireland demonstrated the merits of the system and offered tips in overcoming some of the attendant operating difficulties.

Next, the audience had the opportunity of comparing the "Net Revenues From Route Sales and Branch Store Sales." AIL District Director Fred W. McBrien gave an interesting and detailed study of route sales, using his Holland Laundry plant in Philadelphia as an example. And Brent H. Farber, Jr., director of sales, gave a similar analysis of store sales for his company, The Elite Laundry of Baltimore.

The balance of the morning session was turned over to two speakers who explained "How We Stepped Up Sales in 1953." Benjamin B. Foster, presi-

dent of Fosters Laundry, Gloucester City, N. J., attributed gains made at his plant primarily to the introduction of new features—for example, quick service and list flatwork bundles—designed to give the customers what they want. Donald J. Barton, vice-president of Farmingdale Individual Laundry, Farmingdale, N. Y., on the other hand, viewed the routeman as the key to greater sales. It was his contention that business can't help but increase if routemen are given enthusiasm, respect and support.

Just prior to the luncheon, there was just time to sneak in a fast look at the prize-winning 1953 laundry advertisements which were featured at the national convention in Los Angeles.

Charter members honored

At the luncheon, Messrs. M. V. B. Smock and D. O. Hessler, the two living charter members of the original North Jersey Laundrymen's Club, founded in 1904, and Messrs. R. L. Corby and N. I. Dana, the two living sponsor members of the New Jersey Laundryowners Association, incorporated in 1920, were given a standing ovation by the assembly. Both organizations antedated the present one.

Other honors and awards were bestowed on Ralph B. Smith, who served 25 years with the Institute's chemical engineering department, and Amedeo Gaburo was awarded a plaque for his service to the organization as its president. His term expires officially the end of April.

Surprise of the luncheon was the visit accorded by newly elected Governor Robert B. Meyner who dropped in for a bite and a brief chat.

Starting off the afternoon session, Perry Meyers, research director for

Allied Stores Corporation, New York City, described the habits, temper and location of "The Lush New Suburban Market."

Harry Hoerr (that's "Hair"), vice-president of the Model Laundry Company, Cincinnati, Ohio, followed next with a slide-illustrated account of Model's new drive-in setup which has proved to be a remarkably "Profitable Addition to an Old-Time Plant."

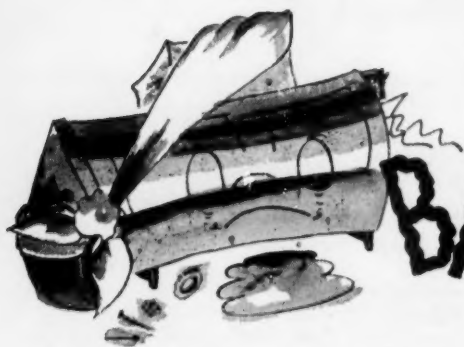
Howard Besuden, public relations division of Procter & Gamble, outlined the general procedure for establishing good public relations and stressed their importance in building a successful business.

Wesley Ecoff, president of Ecoff and James, Inc., Philadelphia, gave numerous suggestions for stimulating sales and recommended their use in conjunction with the "1954 Oscar Sales Campaign" for, he explained, the real purpose of this campaign is to merchandise your services.

A warm room after a big meal doesn't encourage attention. Hence, the crowd dwindled understandably throughout the afternoon. We couldn't help wondering, however, how much more effectively the time would have been used if speakers were forbidden to read their messages.

Those who stuck it out to the end were well rewarded. Dr. Martin W. Schaul, senior employment counselor of the U. S. Employment Service, New London, Conn., aroused quite a bit of interest with his talk on "Human Relations in the Laundry Industry," which dealt with such problems as absenteeism and building employee morale.

The one-day program concluded with another movie and a cocktail hour. All in all, it was quite a stimulating program.—Henry Mozdzer



Why risk COSTLY

BREAKDOWNS?

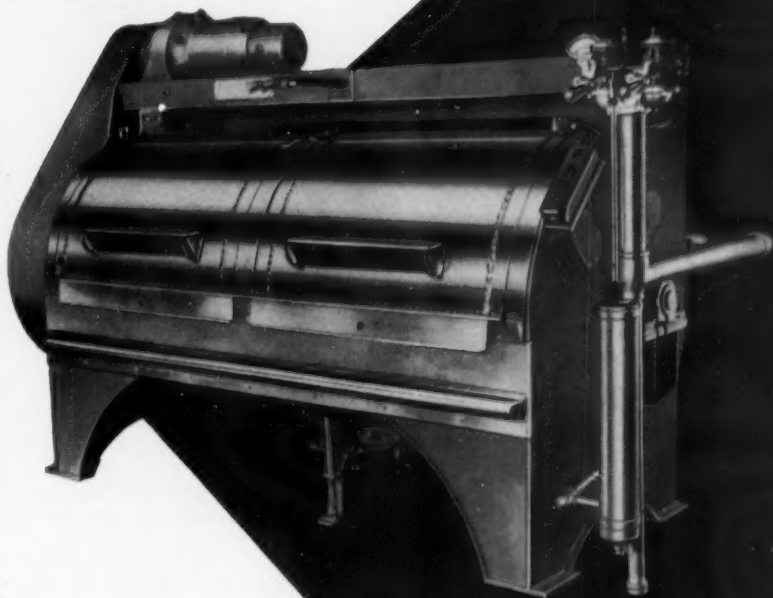
INSURE "on schedule" PRODUCTION

with C-L EQUIPMENT

manufactured ... engineered by

CUMMINGS-LANDAU

You don't need a staff of mechanical geniuses to keep a CUMMINGS-LANDAU washer in smooth, continuous operation. The simple rugged design — the result of 25 years of "know-how" in building, designing and servicing laundry machinery — insures easy operation, faster, more economical washing, and freedom from annoying breakdowns. Cummings-Landau STAINLESS STEEL WASHERS are manufactured in capacities from 50 lbs. to 1800 lbs. per load. Available in four types: with unloading shelves, with open compartments, with "Y" glide-out compartments, or Pullman glide-out compartments. There are no finer washers made!



Call or write
Cummings Landau
today.
Full details
for the asking.

MANUFACTURERS • DISTRIBUTORS • REBUILDERS • ENGINEERS

CUMMINGS-LANDAU

LAUNDRY MACHINERY CO., INC.

305-17 Ten Eyck Street, Brooklyn 6, N. Y.

PHONE: HYacinth 7-1616

CABLE ADDRESS: "CUMLAMAC"

Laundry News Notes



VICTORVILLE, CALIF.—John and Pearl Pettis have opened Nu Way Laundry & Cleaners to replace the establishment that burned down last October. Most of the equipment is new.

SAFFORD, ARIZ.—The Woman's Club sponsored an open house at Gila Valley Laundry recently. Visitors were conducted on a guided tour of the plant.

KERMIT, TEX.—Monarch Steam Laundry has dissolved its corporation charter.

LAS VEGAS, NEV.—Las Vegas Laundry and Cleaners has opened a new plant at 707 S. First St.

WOODLAND, CALIF.—Sue Shellman has sold a self-service laundry on West Main to John and Kathryn Stumpf.

BEAUMONT, TEX.—Construction has begun on a two-story addition to the Shepherd Laundries Company plant, 735 Liberty Ave.

BIXBY, OKLA.—Mrs. Geraldine Wilkerson has purchased Kincaids Laundry and Cleaners from Mrs. Kate Williford and Gid Mitchell.

FULLERTON, CALIF.—Mr. and Mrs. Leonard Bedale recently purchased Fullerton Laundrette from Mr. and Mrs. Paul Elliott.

STERLING, COLO.—Sterling Laundry and Dry Cleaners has moved to new and remodeled headquarters at the Graham Hotel.

WEWOKA, OKLA.—Jon Wagner and L. P. Howze, owners of laundering and drycleaning establishments in Seminole, Norman and Prague, have purchased Claybrook's Steam Laundry and Dry Cleaners, 126 W. First, from Clarence Claybrook.

ANAHEIM, CALIF.—Gordon C. Larson and Richard C. Lemieux have opened an automatic laundry at 311 N. Los Angeles St. Drive-in service and free parking are provided for customers.

OGDEN, UTAH—New Troy Drive-In, a laundry and drycleaning establishment,

is now open, according to Lynn Arnold, manager.

DALLAS, TEX.—Wesley Gilliland, president of Blue Ribbon Laundry, is trying to promote cooperation between people who sell clothes and those who clean them, by allowing clothing stores to set up displays in his front window at no charge.

BURBANK, CALIF.—D. M. Gagnon has announced the sales of Burbank Laundromat, 501 N. Glenoaks Blvd., to Clarence E. and Erma B. May.

GREELEY, COLO.—Herbert J. Meyers is the new operator of Wash-o-mat, 619 Eighth Ave. Mr. Meyers is installing wetwash service and will shortly offer a flatwork service.

GOODLAND, KANS.—A new addition to the Model Steam Laundry, owned by Ralph Boyington, is under construction. It will house the call office and new equipment.

UVALDE, TEX.—Snow White Laundry and Cleaners has installed new drycleaning equipment.



PORTLAND, ORE.—Washin' Well has opened at 1334 N. Lombard St. in the new Fred Meyer Interstate shopping center. It is managed by Mr. and Mrs. Rex Hefton.

BURNS, ORE.—Mr. and Mrs. Shelby Wells are the new owners of Modern Laundry. The establishment was formerly owned by Mr. and Mrs. James Farris.

SPOKANE, WASH.—Vern Boland has opened Naborhood Service Laundry at E. 16923 Sprague.

OLYMPIA, WASH.—Harold and Walter Agnew have sold Star Laundry. It will now be under the management of Garry Hersey. The establishment had been in the Agnew family since its inception in 1909.

SEASIDE, ORE.—Garth Bailey has purchased the interest of his former partner, E. C. Wood, in the Gearhart Laundry.

PORT TOWNSEND, WASH.—Leo White, owner of Townsend Laundry & Cleaners, plans to open an automatic laundry here.

PORTLAND, ORE.—Northwest Industrial Laundry has appointed Leonard Fosgren sales promotion and advertising manager, according to Joseph W. Smith, president.

YORK, NEB.—Del Kuntzelman has installed new drycleaning equipment in York Laundry & Dry Cleaners.



NEW YORK, N. Y.—Murray Cohen, president of Consolidated Laundries, has been named chairman of the company's board of directors. Milton N. Weinstein, president of National Linen Service Corporation of Atlanta, Ga., was elected a director of Consolidated Laundries, according to W. B. Dean, secretary.

ALLENTOWN, PA.—C. Wayne Smith has been appointed vice-president of Brown's White City Laundry, Inc. He has served as superintendent of drycleaning since 1949 and is a graduate of the National Institute of Drycleaning.

CEDAR GROVE, N. J.—North Jersey Institutional Laundry Managers Association held its March meeting at Overbrook Hospital and elected the following officers for 1954: Frank Lippman, Overbrook Hospital, Cedar Grove, president; James Porter, Hotel Berkeley-Carteret, Asbury Park, vice-president; Edward Barrett, Martland Medical Center, Newark, treasurer; James H. Quinn, Hotel Suburban, East Orange, secretary.

HAMDEN, CONN.—Hamden Laundry, owned by Henry Kelley, will clean, sterilize and process all materials for cancer dressings collected here.

CASTLE SHANNON, PA.—Half Hour Laundromat has opened at 985 Castle Shannon Blvd. The business is owned by Mr. and Mrs. William Williamson.

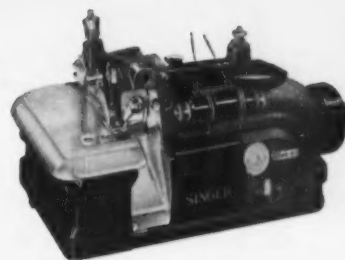
HARRISBURG, PA.—Milton and Leonard H. Bernstein plan to establish Arcade Laundry at 1722 N. Fourth St.

HARTFORD, CONN.—Institutional Laundry Managers Association of Con-

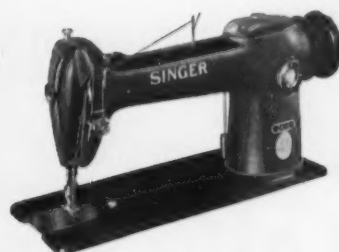
Interested in efficient,
cost-cutting sewing and
repairing equipment

SEE THE SINGER MACHINES

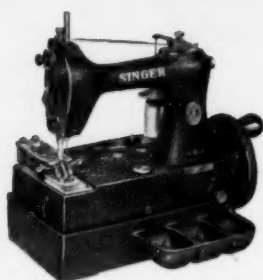
for The Laundry and
Dry Cleaning Industries
at your nearest SINGER Shop
for the Manufacturing Trade



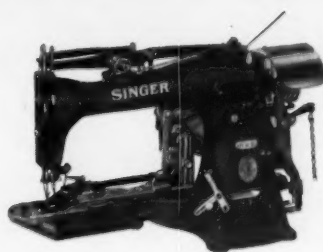
SINGER Machine 246-5 for trimming and overedging bath mats, towels, bed spreads, etc.



SINGER 241-12 single needle lockstitch machine for general repair work and alterations.



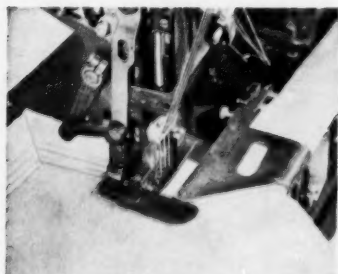
SINGER 178-1 Button Sewer (single thread chainstitch for two or four hole flat buttons).



SINGER 175 and 114 Automatic Button Sewers attach any type or size of button securely to all types and weights of clothing. The SINGER 114 is illustrated.



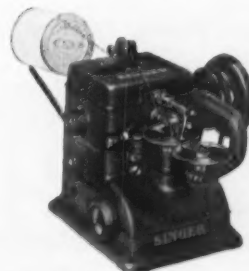
SINGER 142w27 and 17-33 single needle lockstitch machines for darning are regularly equipped with cylinder bed. For flat work darning, flat work plate can be furnished. The 17-33 machine is illustrated.



SINGER Machine 109-426 for attaching silk ribbon binding to blankets. 4-needle chainstitch.



SINGER Machine 47w70 for neat, durable lockstitch darning and repairing of overalls, work clothes, denim uniforms, etc. Regularly equipped with cylinder bed. Flat work plate available.



SINGER Class 176 Machines for fur remodelling and repairing. Strong, single-thread, overedge chainstitching. Illustrated, the SINGER 176-31.



SINGER SEWING MACHINE COMPANY

Manufacturing Trade Department • Branches in All Principal Cities

Copyright U.S.A. 1937, 1945, 1951 and 1952 by THE SINGER MANUFACTURING COMPANY
*A Trademark of THE SINGER MANUFACTURING COMPANY

All Rights Reserved For All Countries

necticut met on March 18 at McCook Memorial Hospital. Guest speaker was Joel Walker, assistant administrator, Springfield (Mass.) Hospital.

ROCKAWAY BEACH, N. Y.—Rockaway Park Laundry Co., 114-11 Rockaway Blvd., and International Laundry Co., 88-04 Rockaway Beach Blvd., have merged and are now operating as Rockaway Park-International Launderers and Cleaners, Inc., at the former International Laundry address. The staffs have been retained without change.

HACKENSACK, N. J.—Alterations and improvements in the Suburban Laundry,

1345 Queen Anne Rd., have been approved by the Board of Adjustment.

QUINCY, MASS.—Members and guests of the Wollaston Woman's Club visited Old Colony Laundry on a conducted tour.

NEW YORK, N. Y.—Abraham L. Bauman, Brooklyn Family Laundry Owners Association, Robert Mandel, Cupid Diaper Service, and Robert Maslow, Best Coat & Apron Manufacturing Co., will be guests of honor at an industry-wide dinner in behalf of United Jewish Appeal, according to Philip Sobin and David M. Bluestone, chairman and co-

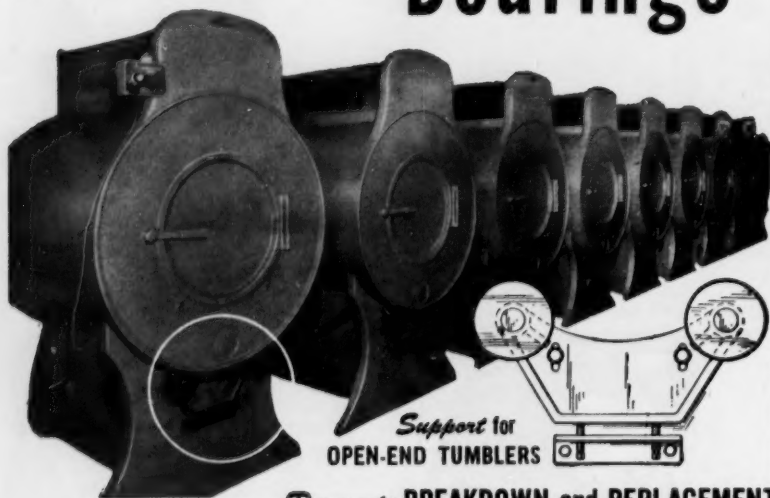
chairman, respectively, of the Laundry, Linen Supply, Diaper and Allied Trades Division of the United Jewish Appeal of Greater New York.

NEW HAVEN, CONN.—It has been announced that Monarch Laundries, Inc., is a group winner in the 1953 Inter-Fleet Accident Reduction Contest, sponsored by the New Haven Safety Council.

NORTH ADAMS, MASS.—President Edson H. Clark of Model Laundering Company announced the company's closing on February 27.

WINCHESTER, MASS.—New England Laundries donated 10 percent of its total receipts for drycleaning pickups in Arlington and Lexington during January to the Symmes Arlington Hospital.

LEEF CYLINDER Bearings



Here's a real lift for the front end of drying tumblers—those whose rear support is a single trunion or shaft. The patented Leef Bearing puts an end to off-center operation, motor wear, friction and eventual breakdown. Two rubber wheels, running in Oilite bearings, effectively do the job. Instruction sheet demonstrates its easy mounting feature.

Specifications: 19"x9"x4"; 6" wheels; wt. 30 lbs. Trial order \$39.50 FOB Minneapolis. State tumbler size and make.

Write for Tumbler Bulletin

Leef BROTHERS INC.
205 IRVING AVENUE NORTH
Minneapolis 5, Minnesota



WAUKESHA, WIS.—Members of the Home Economics Graduate Club recently toured Quality Service Laundry. Manager J. Dawley explained the laundering and drycleaning equipment.

WHITE HALL, ILL.—Bert's Laundry, owned by R. Bertram, has opened at Centennial and W. Lincoln.

DU QUOIN, ILL.—Edgar Scott has opened a new laundry and drycleaning service at 111 W. Poplar.

DEARBORN, MICH.—Fred and Margaret Moellman have opened Dearborn Launderette No. 2 at 23939 Michigan Ave.

MINONK, ILL.—Patrick Barnes has purchased Your-Way Laundry.

MOBERLY, MO.—Mrs. Jim Holman has retired from the management of Holman Laundry and Cleaning and Jim W. Holman, Jr., her son, will take over the business. The president of the firm, Mr. Holman represents the third generation of his family to manage the business.

KALAMAZOO, MICH.—The March meeting of the Southern Michigan Association of Institutional Laundry Managers was held at Bronson Methodist Hospital. Captain James Ballett of the fire



Barcol®

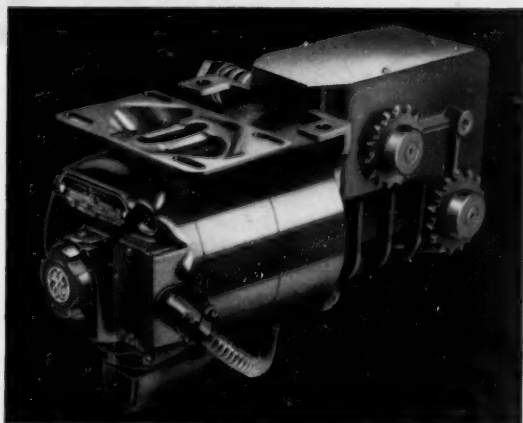
Door Operators

extra help for rush hours!

... costs only \$230; can be operated

from truck cab with radio control!

Timesaver, laborsaver and cost-cutter—that's how users classify their Barcol electric door operators. Several models will easily operate very large, medium-size, or small commercial doors—whether swinging, sliding or OVERhead type. The many convenient switch arrangements include radio control installed on vehicles and actuated by the driver. You pay for this dependable electric helper only once, and it works for you reliably for years and years. Qualifies under FHA for small monthly payments. Ask your Barcol distributor—he sells, installs, guarantees, and services both Barcol OVERdoors and Operators. Speed your work, speed your service—call him today.



*Model L \$230 F. O. B. Rockford, Ill., Radio Control extra



CALL YOUR BARCOL DISTRIBUTOR

Look under "Doors" in phone book or write for complete information.

Name _____

Address _____

City & State _____

BARBER - COLMAN COMPANY, DEPT. 5LJ44, ROCKFORD, ILL.
OVERdoors and Operators • WARDROBEdoors • Air Distribution Products
Small Motors • Automatic Controls • Metal Cutting Tools • Molded Products
Textile Machinery • Industrial Instruments • Aircraft Controls • Machine Tools

prevention bureau, Kalamazoo fire department, was the featured speaker.

LOCKPORT, ILL.—National Shirts Laundry, Inc., plans to open a unit here. Facilities are being prepared at 10th and Hamilton Sts., and new equipment will be installed.

OREGON, ILL.—Stella Arvola and Dorothy Conderman will be in charge of a new We-Wash-It laundry at 221 W. Washington St.

OCONOMOWOC, WIS.—Fred Moore is building a new self-service laundry at

Franklin and Jefferson Sts. Mr. Moore also operates a self-service laundry at Second and Franklin Sts.

KALAMAZOO, MICH.—Kalamazoo Laundry Company, 234-41 N. Rose St., has opened a new drive-in service.

MOSINEE, WIS.—Mr. and Mrs. Charles Johnson has opened the Mosinee Launderette in the basement of American Legion Hall. The Johnsons also operate an automatic laundry in Hazelhurst, Wis.

DAYTON, OHIO—Happy Day Laundry, Inc., has purchased the St. Joseph

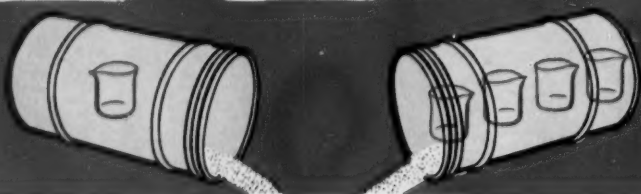
Institute building at 220 S. Montgomery St. and plans to remodel it. This property adjoins property of Happy Day and Crystal Laundries, of which Martin Schryver is president.

FOX LAKE, ILL.—Edward Lakey has opened Lakeland Launderers and Dry Cleaners in Round Lake Park.

WATERLOO, IOWA—Mr. and Mrs. E. Ventroth have purchased Self Service Launderette, 617 Mulberry St., from Mr. and Mrs. Robert A. Jones.

SUPERBILD*

the laundry builder that contains
Not 1... but 4 Builders!



to give you these outstanding results:

SUPERBILD contains *not one* but four active ingredients. Each is added to produce a specific advantage. This exclusive combination is not found in any other product! SUPERBILD's 4 ingredients give you results that cannot be duplicated by builders containing a single ingredient.

FREE LITERATURE—tells how SUPERBILD can help you get your work done more efficiently and at lower cost. Contains formulas and complete data on white family work, color work and linen supplies. Send for this valuable source of authoritative information.

TECHNICAL SERVICE AND SAMPLES AVAILABLE AT NO COST! Solvay Technical Service is ready to help you with your laundry problems. For service or test samples—phone or write your nearest Solvay office.

- **Regenerates Lime Soaps**—lime soaps are converted . . . made soluble . . . dispersed—do not stick to clothes or build up in wheel
- **Saves Soap**—more suds . . . greater detergency with less material
- **Efficient Wetting and Penetration . . . Superior Soil Suspension and Dispersion**
- **Quick and Thorough Rinsing**
- **Conditions Hard Water**
- **Produces Cleaner, Brighter Work at Less Cost**
- **Safe**—effective cleaning action—yet absolutely safe for linen supply and family wash
- **Non-Caking and Dustless**
- **Gets Clothes Cleaner . . . Easier and Faster** * Reg. U. S. Pat. Off.

Other SOLVAY Products for the Laundry:

GREEN LABEL® COMPOUNDS
SNOWFLAKE® CRYSTALS
SODA ASH • CAUSTIC SODA
LAUNDRY SODA



SOLVAY PROCESS DIVISION

Allied Chemical & Dye Corporation
61 Broadway, New York 6, N. Y.
BRANCH SALES OFFICES:
Boston • Charlotte • Chicago • Cincinnati • Cleveland
Detroit • Houston • New Orleans • New York • Philadelphia
Pittsburgh • St. Louis • Syracuse



LOUISVILLE, KY.—Russell Broadus, Jr., vice-president in charge of sales, is the new executive officer of Capital Laundry and Dry Cleaning Company since the election of his brother Andrew Broadus, president and treasurer, as mayor of Louisville. Because of illness, Carolyn D. Broadus, their sister, has resigned as secretary. The new secretary is Willis Richard Young. B. L. Broham is the new treasurer, and Allen L. Alexander the new sales manager.

TARRANT, ALA.—Jerry Carlisle has opened Laundry Magic at 1524 Pinson St.

OCALA, FLA.—Marion Laundry, Inc., 317 E. Adams, is adding a new wing to house a drycleaning department. Howard Johnson, general manager, and John W. Knope are the proprietors.

LAKE CITY, FLA.—Lake City Laundry has taken over the operation of Bevans Cleaners, according to J. L. Parrish, Lake City operator. The plant and building are being renovated and new equipment will be installed.

TAMPA, FLA.—B. F. Agee, Vogue Laundry and Cleaners, has been named commercial division chairman for the 1954 Red Cross campaign for members and funds.

NASHVILLE, TENN.—Model Steam Laundry has filed a petition for voluntary bankruptcy. The company was established in 1904.

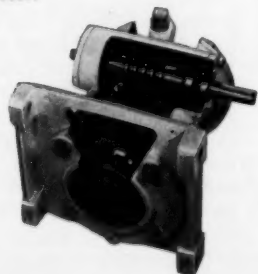
BETHESDA, MD.—Bell Laundry Company, 4706 Leland St., celebrated its twenty-fifth anniversary on February 27.

WILMINGTON, N. C.—A recent fire almost destroyed Ideal Laundry, Front and Orange Sts.

Brother, you've just made the right choice!



STURDY, beautifully and simply designed . . . **ANY PART CAN BE REPLACED IN LESS THAN 15 MINUTES.** Separate motors for fans and baskets. Powered with the famous Cissell Gear Reducer.



The talk of the industry! Here's why: Sturdy construction . . . dependable performance . . . flexible operation . . . accessible parts for maintenance and cleaning. CISSELL LAUNDRY TUMBLERS—GAS-FIRED, 36" x 30", or "Twin" with Time & Temperature Control or Bell Signal Time Alarm. STEAM-HEATED, 42" x 42"-100 lb., 36" x 30", or "Twin" with Time & Temperature Dry Alarm or Bell Signal Time Alarm. CISSELL DRYCLEANING TUMBLERS—STEAM-HEATED ONLY, 42" x 42"-100 lb., or 36" x 30" with Bell Signal Time Alarm and Thermometer.

NOTE: 42" x 42" Tumblers have reversing or non-reversing basket.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC., LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles—Foreign Distributors write Export Dept.—Cable: "CISSELL"

Sport Shirts—Three Ways

(Continued from page 14)

shirts per hour and do a beautiful job.

It is from this so-called silk sport shirt that the industry generally has gotten a bad reputation. As reported in last July's issue of *STARCHROOM LAUNDRY JOURNAL*, a manufacturer of acetate materials used in making sport shirts sent out shirts from the homes of its employees across the country to 39 different plants. In 22 out of the 39 cases they came back unsatisfactory. As you would expect, the common complaint was that they were "glazed"; all shined up and looking like old shirts.

Raveled hems, faded colors and glazing are unnecessary in the case of the many sport shirts coming into your plant that need wetcleaning. A few brief rules to remember are:

1. Observe proper classification procedure.
2. Use short washing formulas.
3. Keep water levels high and temperatures low.
4. Use nontallow, synthetic soap.
5. Sour fugitive colors before suds.
6. Extract lightly.
7. Precondition before pressing; use soft padding, low pressure.

Our price for this so-called "silk"

sport shirt is 35 cents and costs are as follows:

| | |
|------------------------------|-----------------------|
| Ironing | \$3.50 per 100 |
| (labor only) | |
| Hanger | 1.20 per 100 |
| Bag | .80 per 100 |
| (2 shirts per bag) | |
| Total | \$5.50 per 100 |
| (or, 15.7% of selling price) | |

We use hangers and bags for packaging in this service because a sport shirt is usually worn more than once between cleanings, and so ends up on a hanger, anyway, like a suit, jacket or dress. In our experience, complaints caused by creases, folds and general mussing in other types of packaging have completely disappeared since we have gone to hangers and bags. Customer reaction has been outstanding.

Since our brand-new drycleaning plant was just opened in October and our experience is quite limited, I am not going to tell you, a distinguished group of experts, how to dryclean sport shirts.

From the information I have gathered over a short period of time, on drycleaned sport shirts our finishing and packaging costs, in percentage of our selling price of 50 cents each, is

similar to that in the laundry department, or 14 percent. The breakdown is as follows:

| | |
|----------------------------|-----------------------|
| Finishing cost | \$5.00 per 100 |
| (labor only) | |
| Hanger | 1.20 per 100 |
| Delivery bag | .80 per 100 |
| (2 shirts per bag) | |
| Total | \$7.00 per 100 |
| (or, 14% of price charged) | |

It should be noted that the labor cost of \$5 per 100 shirts was taken from time studies when no wetcleaned shirts were being pressed. The extra cost involved in finishing washed sport shirts in the drycleaning department raises serious doubts as to whether they are profitable—even at a price of 50 cents. To meet competition, both from the home laundry and other cleaning firms, and to be assured of a profitable business, we believe serious consideration should be given to installing a special sport shirt unit.

The main point I would like to emphasize is this: whether you are a laundryman, drycleaner or both, don't overlook the importance of the sport shirt. It is here to stay! The fact that twice as many were manufactured last year as were regular dress shirts would surely indicate a definite trend, not a passing fancy or fad. One hundred fifty million annual sport shirt buyers can't be wrong; they represent a source of much additional income for our industry. □□

AIL Appoints Duckworth and Young



NORMAN DUCKWORTH

Norman Duckworth recently assumed duties as manager of the Certified Washable Seal laboratories of the American Institute of Laundering. For two years he worked in New York as a textile analyst for the U. S. Bureau of Customs before joining the association's staff. As part of his duties, Mr. Duckworth will consult with textile manufacturers on textiles for AIL members. He will also conduct special research for manufacturers on the development and testing of textiles, will correspond and confer

with laundryowners on various textile maintenance problems, and will participate in AIL's conference and educational program.

The Certified Seal laboratories are located in the national headquarters of AIL in Joliet, Ill. There, textile products submitted by Seal clients are subjected to actual laundering tests to determine their launderability.



ROBERT C. YOUNG

Robert C. Young has assumed the duties of staff assistant in the sales and advertising department of the American Institute of Laundering.

Mr. Young is a graduate of the journalism school of the University of Illinois, where he majored in advertising. During World War II he served in the Army Signal Corps, and was recalled in 1950 to serve another three years. He was discharged with the rank of Captain.

In his new position, Mr. Young will work on layout,

copy and production of advertising materials for the AIL membership. He will also prepare sales and promotional aids for the laundry department. In his capacity as staff assistant, Mr. Young will correspond and confer with members on various phases of sales and advertising problems as well as participate in the Institute's conference and educational programs.



The ideal Metal for Laundry Equipment is STAINLESS STEEL

WRITE FOR YOUR COPY
OF THIS NEW BOOKLET

"ALLEGHENY METAL in the LAUNDRY INDUSTRY"

24 fact-filled pages of information and pictures for you on the advantages of stainless steel in laundry equipment—free on request.

SEND FOR IT TODAY
ADDRESS DEPT. L-52

Stainless steel, in modern laundry equipment like the washers and extractor basket illustrated above, not only does everything you're looking for, but does it *best*! No other metal gives you as much of the qualities that matter: hard-surfaced ruggedness that can take a daily beating and still retain lifetime beauty of appearance . . . resistance to corrosion by any solutions or cleaners you use . . . ability to retain heat and maintain washing temperatures . . . great strength, long life and constant ease of cleaning.

Yes, by any yardstick you care to use, stainless steel is far and away the ideal metal for laundry equipment—and it has 20 years of superior performance in washrooms coast-to-coast to prove it. • The next equipment purchase you make, look for and insist on Allegheny Metal, the time-tested stainless steel.

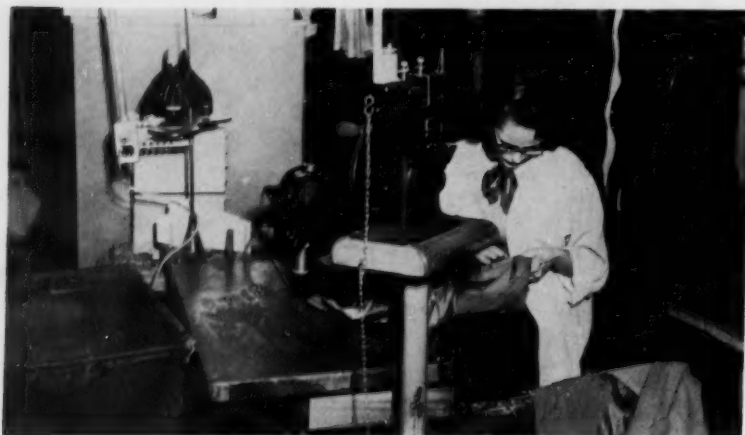
**ALLEGHENY
STEEL CORPORATION**
Pittsburgh, Pa.

*Nation's Leading Producer
of Stainless Steels
in All Forms*



ALLEGHENY METAL is stocked by all
Joseph T. Ryerson & Son, Inc. warehouses

Cleaning Section



Double handling is kept to a minimum by increasing responsibility of individual operators. Here inspector-sewer makes repairs before garments are sent on for finishing. This practice alone has cut down on re-do's and helped save about 5 percent in productive labor costs

How Buckley Cuts Cleaning Room Costs

By HENRY MOZDZER

DRYCLEANING SALES at Buckley Cleaners & Launderers, Milwaukee, Wisconsin, have been increasing at the rate of 10 percent annually since the service was first started in 1947. Today, the drycleaning department provides a healthy 30 percent of the plant's revenue and owner Clive Buckley is gunning for 50 percent. After seeing this operation, we don't doubt that he'll make it.

If any one thing can be cited as the key to this plant's success, it seems to be the eternal search for a more efficient operation. Buckley management is quite successfully exploiting every possible means of reducing operating costs without reducing production.

We should add here that while productive costs are lower, the wage rate per unit produced is said to be higher than in any other plant in the city. Buckley's has achieved a low productive payroll, yet is paying more per pound of garments processed.

Let's take a look to see how this measure of greater efficiency is being achieved in the cleaning department.

For one thing, every effort is made to keep the plant up to date with the latest developments in the field. Within the past year, for example, Buckley's has accepted and adopted the charged system of drycleaning using the 4 percent charge with conductivity control and continuous filtration.

How has this reduced operating

cost? Well, since the charged system (when properly used) facilitates the removal of both solvent-soluble and water-soluble soil, there is little need for a full-time spotter. About three-quarters of the wetcleaning has been eliminated and easily more than half of the spotting has been done away with.

Second, Buckley's follows what might be called a "job enlargement" policy. In essence, it works contrary to specialization. Instead of having one specific job, the employee may have two or more.

The theory behind this setup is that double handling should be cut to a minimum wherever possible.

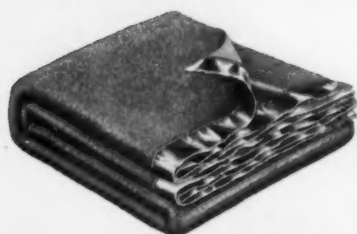
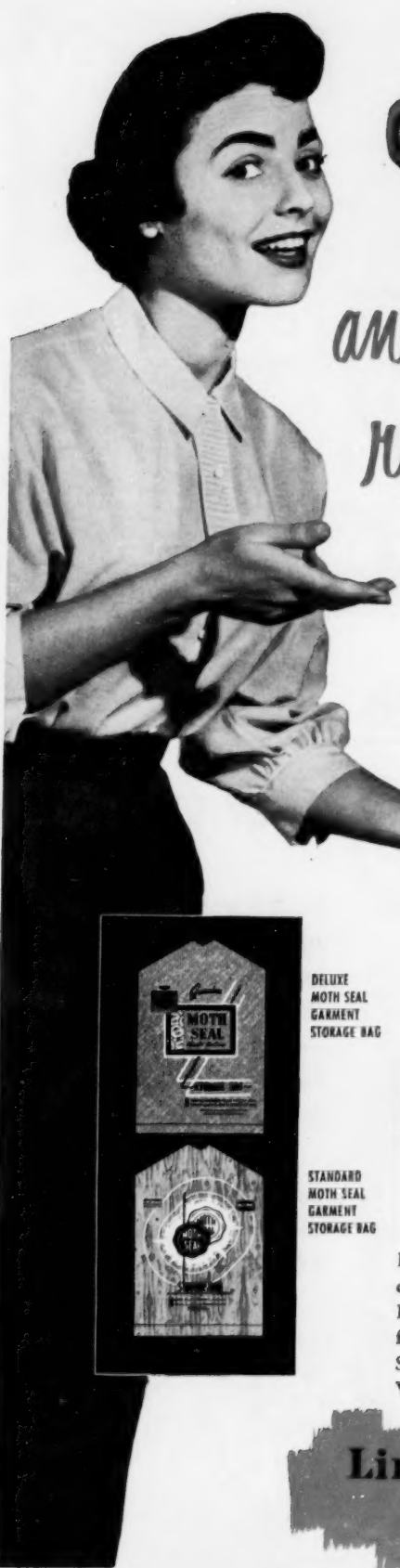
The girl who marks in the garments, for example, is also responsible for presorting into various classifications. Now this means that the washman doesn't have to go through the garments a second time when they are rolled out to the washroom in separate hampers. All he has to do is weigh the garments for each load.

Formerly, there was one man in charge of the washroom and another on spotting. But as we have seen, the charged system cut the spotting and wetcleaning drastically. Hence, the washman is now also charged with the spotting chore in addition to his washroom functions.

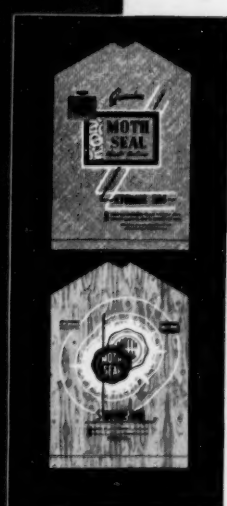
Now as the garments come from the washroom everything is first inspected by the sewer. Again, she is charged with both duties, because Buckley management reasons that it is a waste of time (and therefore expensive) to have the garments get all the way past the finishing stage and then have them sent back for repairs. If the repairs are at all extensive the garment stands an excellent chance of being mussed up and will require a second finishing. This does not jibe with the management views on double handling, so if repairs are necessary, they are done before the finishing process.

Following the finishing, the garments are checked by a combination inspector-assembler. One silk finisher, a wool finisher and an extra hand fill out the drycleaning department's complement of seven.

Buckley's has one type of dryclean-
(Continued on page 67)



Blankets and MOTH SEAL... a real profit-maker deal!



DELUXE
MOTH SEAL
GARMENT
STORAGE BAG

STANDARD
MOTH SEAL
GARMENT
STORAGE BAG



It's blanket-cleaning time again . . . and time for you to suggest to your customers that they store their blankets and woolens in a Moth Seal Blanket Bag as protection against fading, dust, moths. That's extra profit for you, as well as extra customer satisfaction on every sale. Two styles . . . Standard Cedar Grain . . . and DeLuxe Tweed with Patented Fade-Proof Windo. Get them from your favorite jobber today!

Lincoln Bag Company, Inc.
Para-Lux Products Company
4211 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS



SPRING SPECIAL

**you can save \$2.50 on
your copy of
if you
act at once!**

THE FUR BOOK
BY DAVID G. KAPLAN

regularly \$7 50

FOR A LIMITED TIME—BARGAIN PRICE—ONLY \$5.00

**for the most complete textbook on
the maintenance of fur garments
Repairing—Remodeling—Cleaning**

Get full profit from your storage vault...by servicing your customers' stored fur garments. **THE FUR BOOK** tells you how—in clear, detailed instructions by a practical teacher-furrier.

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

☐ check

☐ money order

Please send me **THE FUR BOOK** at Special Spring Price of Only \$5.00

Name _____

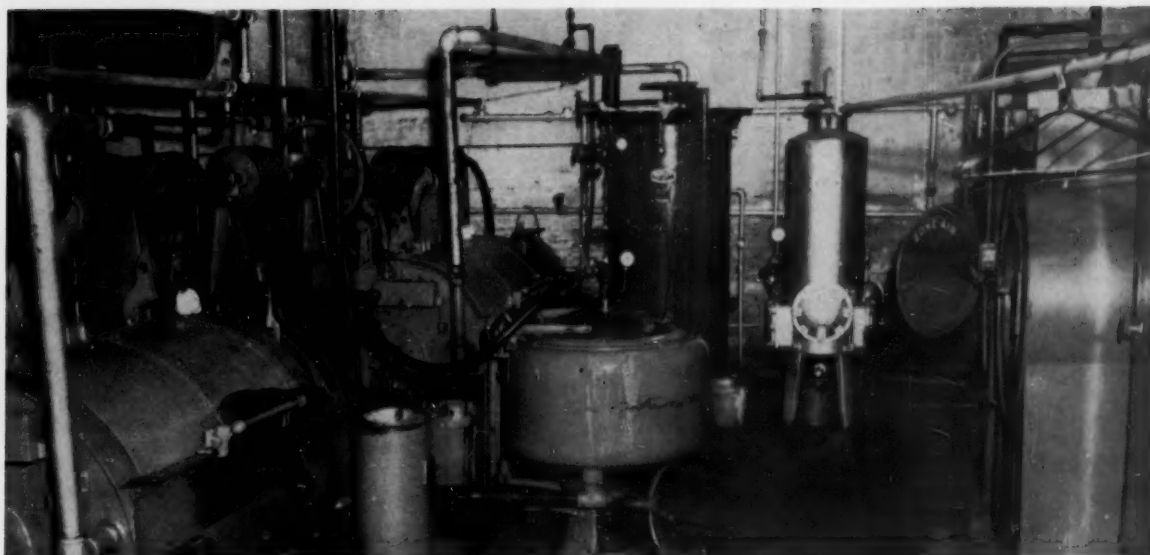
Firm _____

Address _____

City _____ State _____

**Send this
money-saving coupon—
TODAY**





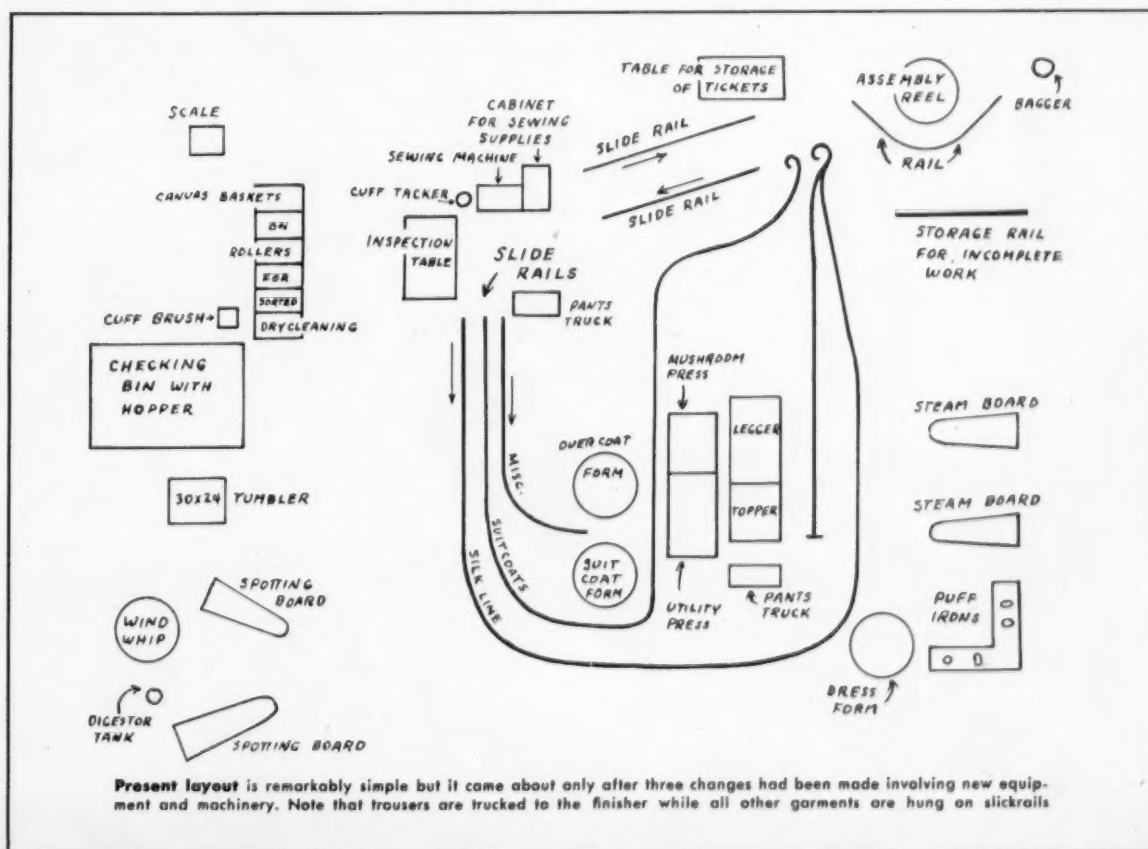
Drycleaning room contains 45- and 55-pound washwheels, extractor-rinse and two 36-by-30-inch tumblers with automatic temperature controls. Can easily handle the \$1,000 to \$1,500 weekly cleaning volume

(Continued from page 64)
ing service and the base rate for a man's suit is \$1.45 as compared with an average of \$1.50 for the city of Milwaukee.

About 4 percent of every sales dol-

lar is put back into advertising, which goes out to the county's population of 750,000 in the following manner: phone book advertising and radio commercials—10 spots a day for three days on alternate days during a pro-

motion week, or 10 spots per week pushing specialty items. Buckley finds that promoting drycleaning brings in laundry work but promoting the laundry doesn't necessarily bring in drycleaning. □□



A B C's of Air Conditioning

Principles and problems of simple systems
suitable for stores and office areas

By **JOSEPH C. McCABE**
Engineering Editor

A FAVORABLE IMPRESSION on the customer, especially at the point of contact, can be achieved in many ways. Air conditioning is one way that is increasingly being adopted, especially by drive-in laundries which depend heavily upon customer impressions for continued business. Yet air conditioning also offers considerable appeal to the large laundry for use in plant or pickup stores, as well as for office comfort.

What are some of the engineering problems behind air conditioning? How much rearranging, piping, or general building and remodeling do you face?

Actually the problems are few. The usual drive-in laundry or office area can be excellently air-conditioned with a simple package unit that plugs in just like your refrigerator at home, with only one extra connection for water and its drainage. Figs. A and B



Fig. B. Window model air conditioner gives compact, effective small area conditioning

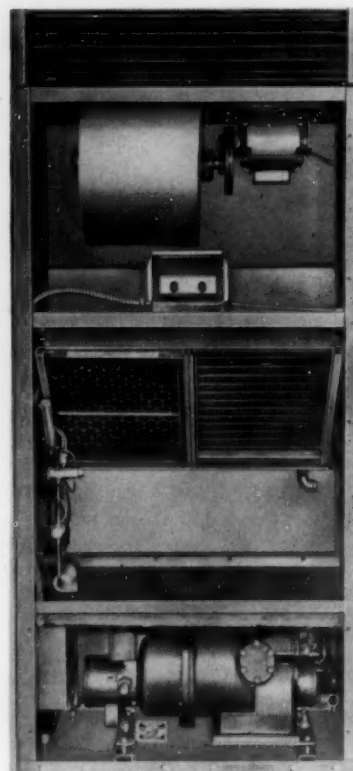


Fig. A. Floor model air conditioner serves large sections, works in well in older buildings

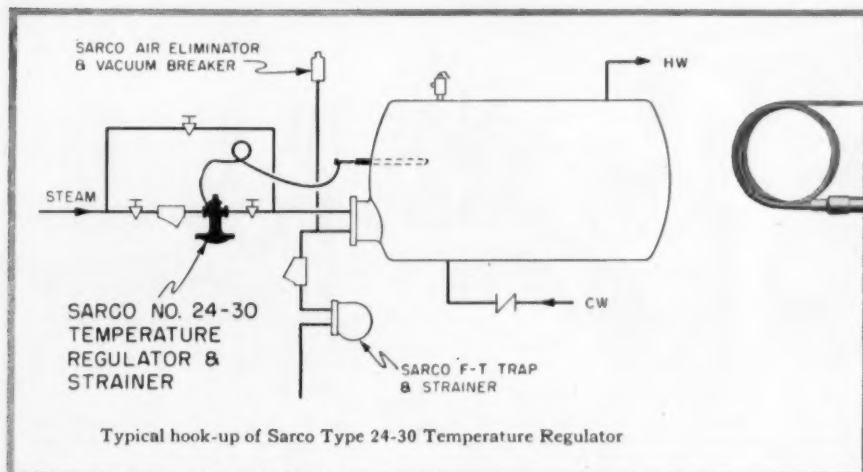
show two highly successful current designs.

Models like these contain in their housing all the essential elements needed for complete air conditioning, such as refrigeration machinery, filters, cooling coils, fans and mixing chambers. The only connections needed are for water, drainage and electricity.

Such packaged conditioners may stand in the conditioned place or serve a small duct system connecting several areas. Used in sufficient numbers, they meet the needs of existing buildings where installation of a big, so-called central system might be expensive and difficult. They prove an ideal answer for small buildings, stores and isolated areas.

Room conditioners

There are two broad types of room conditioners—floor models and window models. Many floor models have all the equipment inside the conditioned room (Fig. A). The refrigeration condenser is usually air-cooled, in



HOT WATER...in your storage tank ...when you want it...and at minimum cost!

That's the performance you get when this Sarco Temperature Regulator stands guard on your water heater.

With fuel representing about 50% of your total direct power costs, it's important that you *get hot water at lowest cost per wash.*

Here's how the Sarco 24-30 Temperature Regulator does the job:

NO OVERHEATING—during periods of no draw-off. The single seated valve shuts tight, prevents creeping of temperature.

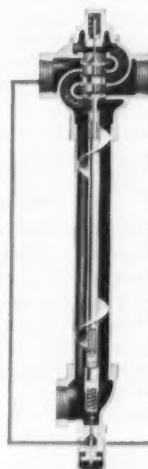
LOW INSTALLATION COST—the T R 24-30 is self-contained and self-operated, no need to install compressed air or electric lines.

CLOSE TEMPERATURE CONTROL—thermostat actuates internal pilot valve which immediately opens or closes main valve.

LOW-MAINTENANCE PACKLESS SEALS—trouble-free design eliminates stuffing boxes, no repacking, no sticking or leakage of exposed valve stems.

WIDE RANGE OF ADJUSTMENT—you can adjust this temperature regulator 25° higher or lower than the temperature setting.

So, if you're not satisfied with your hot water service, call your local Sarco representative or write for Bulletin 600. Sarco Company, Inc., Empire State Bldg., New York 1, N. Y.



Need Tempered Water for Special Washes?

This Sarco Water Blender automatically mixes hot and cold water, delivers blended water at any desired temperature. Factory set for any temperature to 200° F., is easily adjusted to 15° F. lower and up to 40° F. higher than factory setting. Ask for Bulletin 800.

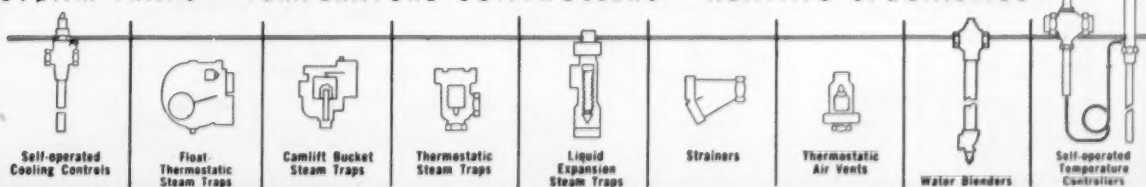
SARCO

SAVES STEAM

improves product quality and output

2046-C

STEAM TRAPS • TEMPERATURE CONTROLLERS • HEATING SPECIALTIES



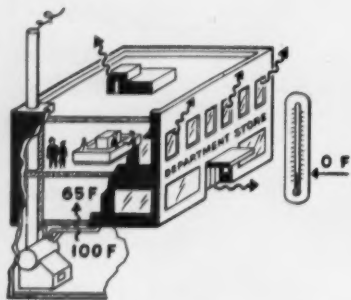


Fig. 1. Heat transmission means heat flowing from high to low temperature areas

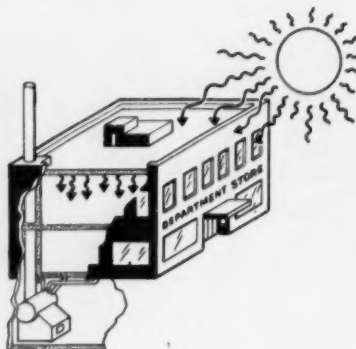


Fig. 2. Solar radiation amounts to an external heat that increases cooling load

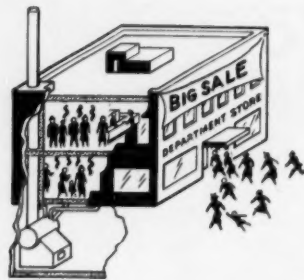


Fig. 3. People affect air-conditioning load because their bodies give off heat

this case by a short duct taking outside air through the window opening. Only about 6 inches of the window height is needed for this.

Some floor models have refrigeration equipment outside the unit itself; in a nearby closet, for example. If this can be done, it tends to produce quieter operation. Since there is no flow of air over the condenser within the room unit itself, any moisture condensed on the cooling coils will have to be carried off in a drain. It is customary to locate such a conditioning unit near a window so it can be used for ventilation by drawing in fresh air from outside.

Window models, like Fig. B, are usually complete unit air conditioners designed for mounting in a window opening. The low side, consisting of an evaporating coil, circulating fan and filter, usually is on the room side of the window line. The high side, that is, the compressor, the condenser and its cooling fan, extends outside. This simplifies the air cooling of the

refrigeration equipment. Such units are extremely easy to install and require only electrical connections.

Room conditioners with the refrigeration equipment inside the room may be used to provide some heating in winter months. The cooling coil becomes the condenser and the condenser acts as an evaporator. This is, in effect, the basic principle of the heat pump. Operated in this way, the unit abstracts heat from the outside air and delivers it, at a higher level, to the room. Outside air temperature has to be at least 45° F for satisfactory reversed-cycle operation of this kind.

As the name implies, room conditioners are primarily intended to serve a single, relatively small space. Hence they usually discharge directly into the space without ductwork for air distribution. Some room air is mixed with outside air; usually a damper arrangement is provided for control.

Engineering requirements

Certainly air conditioning isn't as

simple as the above discussion indicates. Actually there are a number of definite engineering requirements that must be met.

The job expected of an air-conditioning system is to maintain constant temperature, humidity, air motion and cleanliness of air in a given space. And this must be done in spite of conditions outside or season of the year.

A straight cooling system differs from air conditioning in that its service covers only summer or temporary high-heat conditions—in other words, comfort cooling.

Complete air conditioning means heating, cooling, humidifying and dehumidifying, circulating and cleaning air. The load this service represents varies with a group of complex factors. Each factor is independent of the others. They are: (1) heat transmission; (2) solar radiation or sun effect; (3) people; (4) lights and power equipment; (5) ventilation air or infiltration; (6) product load; (7) miscellaneous. (Continued on page 72)

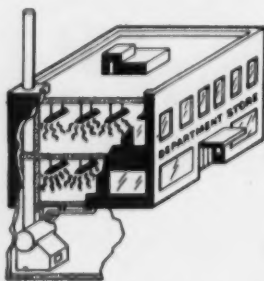


Fig. 4. Lights add a little extra heat. This factor is usually constant

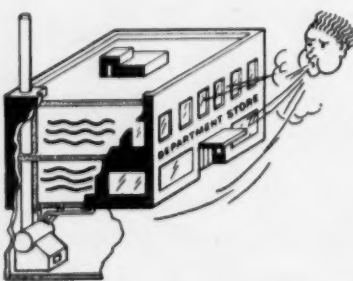


Fig. 5. Infiltration, affected by building construction, can increase load

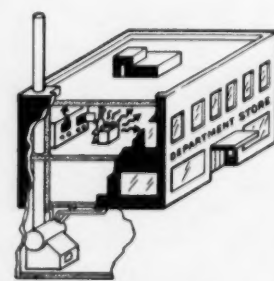


Fig. 6. Product load stays constant. Includes ironing or process heating

PROOF OF THE ARMSTRONG "UNIT TRAPPING" PUDDING



They say, "the proof of the pudding is in the eating." These plants have proved the Armstrong "Unit Trapping" pudding:

Sun-Ray Cleaners — 15% fuel saving and 15% production increase with unit trapping.

M. Wile & Co. — 14 tons of coal saved per month after unit trapping garment presses.

Eclipse Laundry and Dry Cleaning Co. — Unit trapping helps secure 100% increase in output with negligible increase in fuel cost.

ARMSTRONG UNIT TRAPPING CAN DO THIS FOR YOU:

1. Positively remove air and condensate from machines.
2. Make temperatures higher and more uniform.
3. Increase output.
4. Reduce heat loss.

Complete Unit Trapping details are given in Bulletin No. 1931. Fill out coupon below and mail for your free copy.

**ARMSTRONG
MACHINE WORKS**
832 Maple St., Three Rivers, Mich.



SOLVENT FILTER AIR VENT



This reliable Armstrong No. 21 Air Relief Trap gives positive venting under filter pressure. Inner parts are chrome and stainless steel. It won't stick, bind or clog. For trouble-free air venting use Armstrong's No. 21 Air Relief traps. Send coupon for complete data.



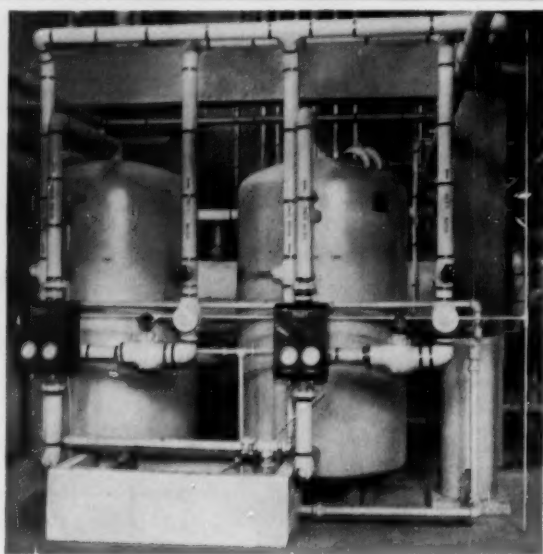
CLIP TO COMPANY LETTERHEAD AND MAIL
ARMSTRONG MACHINE WORKS
832 Maple St., Three Rivers, Michigan

Please send me:

- ☐ Bulletin No. 1931
☐ Data on the No. 21 Solvent Filter Air Relief traps.

Name _____
Please Print

Position _____



A TYPICAL INVERSAND SOFTENER INSTALLATION WITH MANY ADVANTAGES

- A — Requires only 100 sq. ft. floor area.
- B — Provides flow rate of 20,000 G. P. H.
- C — Continuous operation.
- D — Provides capacity of 200,000 gals. per regeneration, basis 10 grain water.
- E — Uses only 3 lbs. salt per 1000 gals. soft water.
- F — Manual operation by multiport valves, convertible later to automatic at about 13% extra cost.
- G — Produces crystal clear 100% SOFT water.
- H — A low price too.

**If it's a new softener—
If it's an overhauling—modernizing job on your present softener—
If it's any problem whatever in water treatment
We Have Installed Over 3000 Laundry Softeners During the Last 30 Years
Write or Call Us for Information**

Phone
Glassboro 4-3200



HUNGERFORD & TERRY, INC.

Clayton 8, N. J.

**BULLETIN IS-1
Just Out
Free on Request**

(Continued from page 70)

Heat transmission: As shown in Fig. 1, this means the heat flow through walls, floors, windows, ceilings and roof. It comes about from a temperature difference between the inside, air-conditioned space and the outside atmosphere. If the inside space has a temperature lower than outdoors, heat flows in. This extra, unwanted heat must be removed by cool air.

For all weather-exposed areas the amount of heat transmitted runs directly proportional to outside temperature. It varies with the weather. In spring and fall, load from this cause may call for heating in the chilly mornings and cooling in the warm afternoons.

Neighboring indoor areas that are not air-conditioned behave within limits like the outdoors. For instance, an air-conditioned space next to or over a hot engine or boiler room has an unwanted heat flow into the conditioned space.

But for most cases weather conditions make up the major heat transmission load. The local weather bureau gives valuable free information on this subject in the form of forecasts. A good operator armed with such information plans operations ahead. The

extent of transmission load can be reduced by a thorough circulating job.

Solar radiation: As shown in Fig. 2, solar radiation or sun effect amounts to an external source of heat. It increases cooling load only. In addition, this heat source bears only on weather-exposed surfaces facing east, west or south and on roofs. These surfaces absorb heat from the sun and it raises their temperature above that of surrounding air. It increases the rate of heat transmission from outside in.

Windows exposed to sunlight transmit practically all of the solar radiation. This in turn is absorbed by the furniture, fixtures and floor of the room.

Reduction of solar radiation can come from blinds or awnings, or by using light-colored paint on outside building walls. Roofs can also use an aluminum paint or be sprayed with water during sun periods. A tar-and-gravel roof can cut down solar radiation with white or light-colored gravel. Dark colors absorb solar radiation more than light ones. If sun effect represents a large proportion of a given air-conditioning load it pays to investigate these various radiation-reduction methods.

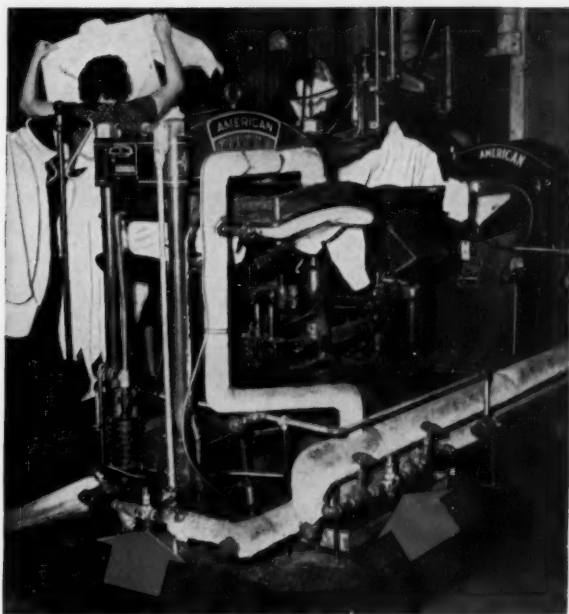
The load this effect produces varies

widely. Cloudiness, haze, dust in the atmosphere and season of the year affect it considerably. Here again the operating engineer can obtain load information on frequency and intensity of solar radiation in his locality from the weather bureau.

People: The air-conditioning load is affected by people (Fig. 3) because they give off heat. Office workers, shoppers, theater-goers and machine operators put out a fairly constant amount of heat. But heavy workers like miners and steel-mill operators produce more heat and moisture. They require special conditions for body comfort.

Where comfort-cooling rates are the most important phase of air conditioning, the operating engineer must know the habits of people making up the load. For instance, in theaters he can determine his load in advance from a report of hourly ticket sales.

The engineer should allow an hour for precooling and leveling off before heavy-load periods. Complaints of a chill feeling on first entering such a precooled space are small compared to the serious ones growing out of a "too warm" condition a half hour later. From an operating standpoint it is much easier to hold conditions after a

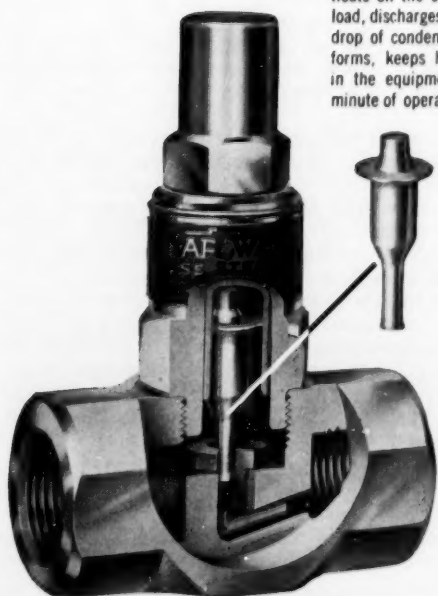


Two Yarway Impulse Steam Traps on American Tiltor at Globe Laundry, Portland, Me.

laundry gets 30 more units per hour with YARWAY IMPULSE STEAM TRAPS

it floats on the load!

This little valve—the only moving part—actually floats on the condensate load, discharges each tiny drop of condensate as it forms, keeps hot steam in the equipment every minute of operating time.



*S*uccessful performance is the reason Globe Laundry, Portland, Maine, now uses more than 75 Yarway Impulse Steam Traps throughout their modern plant.

For example, Yarway Impulse traps replaced the conventional-style steam traps on an American Tiltor, and production capacity of the machine jumped from 100 to 130 units per hour.

That's because Yarway Impulse Steam Traps get equipment *hot in a hurry—and keep it hot*. Peak temperatures are maintained *all the time* . . . and that means *peak production*.

Other Yarway advantages—small size, easy installation, quick servicing, long-lasting stainless steel body and working parts, low initial cost, plus IMMEDIATE AVAILABILITY from 250 local distributors. There's one near you. For his name, and FREE TRAP SELECTOR, write . . .

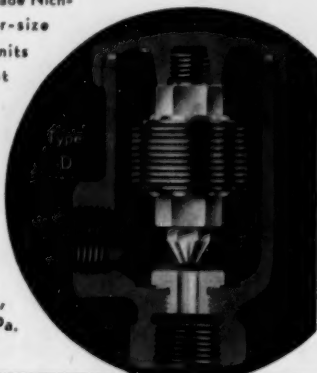
YARNALL-WARING COMPANY
129 Mermaid Avenue, Philadelphia 18, Pa.

YARWAY
impulse
steam trap

New Nicholson Steam Traps for Laundries

Send for
Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-up, and the higher and more even temperatures which have made Nicholson's larger-size thermostatic units among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters. $\frac{1}{4}$ " to $\frac{1}{2}$ "; press. to 200 lbs.



185 Oregon St.,
Wilkes-Barre, Pa.

W. H. NICHOLSON & CO.
TRAPS · VALVES · FLOATS



they take off the
HEAT
to give you a
COOL
profit

This is an intercooler tube from the Ingersoll-Rand Type 30 Compressor. It dissipates heat fast to give you cooler air, better compressor operation, a longer-lasting compressor—a compressor that costs less to maintain, gives you more air for less money. You'll want complete details on I-R Compressors and their place in your profit picture. Write:

Ingersoll-Rand

3-53

11 Broadway, New York 4, N. Y.

Cut YOUR OPERATING COSTS! MAINTAIN TOP CAPACITY HOT WATER!

Save Fuel Dollars for

HOT WATER . . .
with DEWEY-SHEPARD'S

**VERTICAL
FIRE TUBE HEATERS**

**A REMARKABLY FAST
—EFFICIENT HOT
WATER GENERATOR**

Self-service laundry operators know PROFITS DEPEND ON HOLDING FUEL COSTS DOWN! Laboratory tests prove that one-quarter-inch of lime and scale wastes up to 50% of every fuel dollar. Dewey-Shepard's NO LIME-NO SCALE guarantee assures you the greatest possible fuel saving!

Built on the patented "Tube within a Tube" gravity principle, Dewey-Shepard Hot Water Heaters give you greater combustion volume, greater heating surface! AND they give you maximum efficiency at minimum cost. Hot water, circulating upward, pre-heats cold water circulating downward . . . tempering it, and eliminating expansion, contraction and condensation. Get all the money-saving facts . . . contact your local Dewey-Shepard dealer, or send for complete data.

100 to 1300 G.P.H.
GAS and OIL FIRED



DEWEY-SHEPARD
BOILER COMPANY,

1313 N. CAPITOL AVE., INDIANAPOLIS 2, IND.

sufficient precooling period than it is to bring down conditions by starting up a cooling system after people gather. Bear in mind that a comfort cooling system is designed "to keep most people from being uncomfortable—not to keep them comfortable!"

Effect of lights: Lights (Fig. 4) add a little extra heat to a room. It runs fairly constant in most industrial plants, office buildings and department stores whether or not the sun is shining. Lighting load can be gauged from electric meter readings. But in most cases this load makes up only a slight fraction of the total.

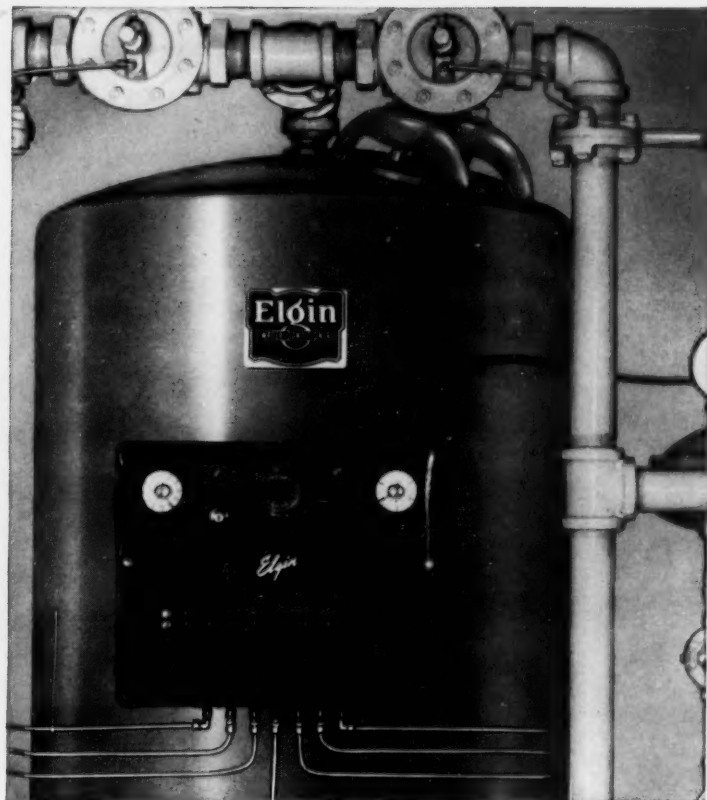
Ventilation air or infiltration: This represents an important load factor (Fig. 5). It varies with weather conditions, people load (especially in theaters and restaurants) and building construction. This last depends upon tightness of doors and windows, miscellaneous cracks that admit atmospheric air carrying heat and humidity which must be controlled.

Total air from the outside must equal: (1) ventilation requirements for people or infiltration losses through windows, doors, etc., whichever is greater; (2) exhaust air from machinery, kitchen, toilet exhaust systems. This outside air entering an air-conditioning system should slightly exceed the sum of (1) and (2) above just to keep the conditioned air spaces under a slight air pressure. This pressure holds out infiltration of dust-laden air.

Product load: This applies mostly to industrial plants (Fig. 6). Cooling bread or cake would be one example of a special air-conditioning load. Handling the high heat conditions of a laundry would obviously pose still another, probably much heavier, load.

A discussion of air conditioning in the laundry plant itself will be taken up in a future article. □□

ELGIN ULTRAMATIC



America's Finest
**AUTOMATIC
WATER
SOFTENER**

*It's
Hydraulically
Operated
by Magic Pilot*

Costly Loss of Zeolite Prevented

The zeolite ion exchange material in this water softener is "locked in" by an ingenious "Double Check" manifold system to prevent costly loss, and to give more efficient regeneration. This manifold also permits far more exchange material to be placed in the softener to give up to 44% greater capacity so that a smaller unit will meet the need.

Your Softener Easily Converted to Automatic Operation

Save valuable manhours, eliminate human error, and increase the efficiency of your present water softener by converting to automatic operation. Write for details.



Here is today's most dependable automatic water softener—a product that sums up the best of all we have learned in nearly a half century of experience. It operates on the time proved hydraulic valve principle and is controlled by a new and unique automatic pilot to deliver a constant supply of zero soft water without attention.

The time interval and flow rate of each regenerating step of the Ultramatic is individually adjustable for maximum efficiency under any operating requirement or water characteristic. The reasons why this flexibility is highly essential to satisfactory performance, together with complete information about this water softener, are given in Bulletin 612. Write for your copy.

ELGIN-REFINITE

DIVISION OF ELGIN SOFTENER CORPORATION

150 NORTH GROVE AVENUE, ELGIN, ILLINOIS

In Canada: G. F. Sterne & Sons, Brantford

**OTHER PRODUCTS
WRITE FOR BULLETINS**

{ Delonizers • Dealkalizers • Lime Soda Softeners • Deaerating Heaters • Filters • Treatment

NEW PRODUCTS and LITERATURE

Cabinet Shirt Unit Available From Prosperity



Production of up to 100 shirts per hour with two operators is possible with the new Prosperity cabinet shirt finishing unit, according to the manufacturer, The Prosperity Company, Inc., Syracuse, N. Y.

This unit includes damp box, cabinet sleeve press, cuff press, collar press, yoke press, cabinet body press, collar form, automatic folding machine, and shirt rack. It requires a floor

space of 11 feet 8 inches by 12 feet 5 inches. The flexibility of the unit permits three inexperienced girls to operate it and maintain production requirements, if the need arises.

The layout is reported to have the following advantages: only five lays required for finishing; simple operator training; floor space savings, and high quality of finished garments.

New Wilson Spotting Bottle for TarGo-Mix



A new 12-ounce spotting bottle with dispenser cap for TarGo-Mix has been introduced by A. L. Wilson Chemical Co., Kearny, N. J.

TarGo-Mix is a quick-action general spotter prepared by mixing with an equal part of solvent. It is designed to remove paint, oil, grease, lipstick, tar, pitch, varnish and other common stains. It is also effective, used full strength, on hard-set stains and in lipstick and ball-pen ink loads.

The new TarGo-Mix spotting bottle, as well as the standard 8-ounce dispenser for straight TarGo, are available at no charge to users of the product through Wilson factory field representatives and jobbers.

Revolite Offers Resin-Covered Roll

Ironer-roll covers coated with Bakelite phenolic resins, developed by Bakelite Company,

Division of Union Carbide and Chemical Corporation, New York, are now available from Revolite Division, Atlas Powder Company, Stamford, Conn.

Of coated heat-resistant asbestos fibers, these covers are designed to last a year, provide a smooth ironing surface and, according to the manufacturer, withstand high roller speeds and temperatures. The Bakelite resins resist heat, abrasion, moisture and laundry chemicals.

Colgate Buying Guide for Soaps and Detergents

To aid in selection of the proper soap or detergent for a particular job, Colgate-Palmolive Company has prepared 1954 Handy Soap and Synthetic Detergent Buying Guide. This compact booklet gives a resume of the company's complete line of industrial products. It includes toilet cake or bar soaps, synthetic detergents, cleansers and a variety of industrial bulk products. It recommends use, gives packaging information, and lists several new products.

The guide invites industrial soap users to consult the company's technical staff. These chemists and engineers will discuss, without charge, individual soap application problems.

The 1954 guide is free; copies are available from any Colgate-Palmolive representative or from Industrial Department, Colgate-Palmolive Company, Jersey City 2, N. J.

Cowles Announces New Form For Escofos

Cowles Chemical Company, Cleveland, announces that Escofos soap regenerator is now available in a new, quickly soluble form.

While it has not been changed chemically, Escofos has been improved to make it readily adaptable to the laundryman's needs. It can be applied dry to the washwheel or added to the bleach crock. Escofos dissolves immediately upon application and requires no prolonged stirring or agitation.

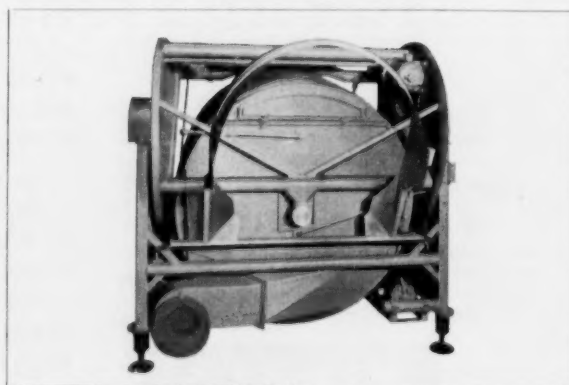
The new Escofos is packed in both 100-pound and 250-pound fiber drums and is available from any Cowles laundry products dealer.

Wyandotte Offers Folder

Carbose CR and K-5 are being featured as "economy twins" in a new folder by Wyandotte Chemicals, Wyandotte, Mich. Carbose CR is designed to make cold-water rinsing practical. Wyandotte K-5 is a heavy-duty soap builder compounded for use with Carbose CR. Copies of folder Form 2168 describing the products are available from the manufacturer.

Especially adapted for short washing formulas, the products have proved to be effective fuel savers, according to the manufacturer, who reports that the combination has shown a saving in hot-water consumption of 350 to 500 gallons per load.

Purkett Introduces New Predrying Conditioner



Purkett Manufacturing Company, Joplin, Mo., is featuring a new predrying conditioner that is a further improvement on the Purkett 72-inch "Big Mouth" heat conditioner. Major changes have been made in the frame and backpan behind the steam coil.

The new unit has a 10-inch

mounted squirrel cage fan powered by a 1 hp. motor. This arrangement pulls air from the workroom, pushes it through the clothes and out through the perforated doors at the front. This push of air is evenly distributed into the cylinder by means of a baffle containing 1,528 quarter-inch holes; the

BULLDOG Monel Wire Metal Press Pad with Asbestex Cover

THE PERFECT COMBINATION

Show the wise business man how he can improve his operation and save money — and you'll win a staunch friend. FLAN-L-TEX PRESS PADS are real friend winners because they point the way to more efficient, economical and profitable operation.

HERE'S WHAT FLAN-L-TEX PRESS PADS CAN DO FOR YOU

Increase production on account of rapid dissipation of moisture and faster drying by high heat transfer. Assure you of high quality finished work on all type presses including cold buck presses.

Scientific engineering assures you of continued full resiliency for the life of the pad.


FLAN-L-TEX PRESS PADS are custom made from the press manufacturers' exact specifications, using a smoother, resilient knitted Monel mesh than any other pad manufacturer, thus guaranteeing you a much finer pressing finish, no broken buttons.

Because of their smooth, soft surface, FLAN-L-TEX PRESS PADS make the use of a short-life top pad unnecessary and when used with the ASBESTEX COVER eliminate the use of Canton Flannel.


The FLAN-L-TEX PRESS PAD is actually a base pad and a top pad built into one.

All FLAN-L-TEX PRESS PADS are guaranteed for one year on a pro rata basis.


Your FLAN-L-TEX jobber's knowledge of your requirements will be gladly extended to solve your pressing problem. Call on him today.



The knitted Monel mesh of FLAN-L-TEX PRESS PADS gives you a finer pressing finish.



THE PERFECT COMBINATION that helps you do finer pressing while it reduces your costs.



With BULLDOG ASBESTEX COVERS, there's no need for double-faced flannel.

USE BULLDOG ASBESTEX COVERS
to eliminate double-faced flannel. Made of finest asbestos and resin treated for longevity. These covers are reversible.



X. S. SMITH, INC.

**RED BANK
NEW JERSEY**

baffle is placed just behind the heater coils.

The new conditioner removes 10 percent more moisture in 5 minutes of tumbling time and gets a temperature rise of 20 percent in the clothes. This means that almost any ironer that does not have its work heat-conditioned now can be speeded up.

The flow of air is so gauged that the clothes absorb most of the heat, reducing the amount of heat that is thrown out into the room. The predrier has a damper control in the air inlet

duct, so that the air flow can be reduced as needed.

This new predrying conditioner is an addition to the line of Purkett shake-out and conditioning tumblers. In the new Purkett line of tumblers and heat conditioners, the overhead door has been superseded by the divided door, cam and lever replaced by pushbutton loading and unloading, and the new machines have a double roller chain on the unloading drive. There are now six ribs on all cylinders. Capacity is 250 pounds.

Barber-Colman Offers Electronic Door Operator



Economy in man-hours and heat, added convenience and improved vermin control are offered by the Barcol Model L electric door operator with Model E radio control. Manufactured by Barber-Colman Company, Rockford, Ill., the product is designed for commercial and light industrial applications and can handle doors up to 12 feet high and 152 square feet in area.

Savings in time and heat will soon pay for the unit's low cost, according to the manufacturer. It saves time for the truck driver by enabling him to open the door without leaving his truck; he just presses a button on the instrument panel. Protection against vermin and savings in heat result from greater convenience and practicability of keeping the door

closed when it is not in use.

The Model L operator is equipped with a 115-volt electric motor that powers the chain-drive mechanism through a worm-and-gear speed reducer and clutch unit. This unit is engineered for maximum safety. The operator is mounted above and perpendicular to the center of the door opening, the top of the door being attached to the chain drive by a connecting link. An electronic receiver is mounted on the operator. Each truck from which the door is operated is equipped with an electronic transmitter tuned to the frequency of the receiver in the building. A three-button switch is provided to close the door, to stop the door between open and closed positions, and as an optional means of opening it.

Generator and Tank Lining by Metalweld

Metalweld Plasticote, a non-porous insoluble lining, designed for positive protection against corrosion of new and old hot water generators and storage tanks, has been announced by Metalweld, Inc., Scotts Lane and Abbottsford Ave., Philadelphia 29, Pa.

The lining, applied by trowel in a $\frac{3}{4}$ -inch thickness around internal surfaces, is reported to extend the life of new equip-

ment as well as equipment that is already corroded and pitted from use.

It saves replacing expensive ASME tanks and eliminates maintenance costs, since annual cleaning, scraping and painting are no longer required, according to the manufacturer. The lining also provides extra insulation, reduces heat loss and solves the problem of rusty water.

Wyandotte Rug Shampoo



Rug Shampoo, manufactured by Wyandotte Chemicals Corporation, Wyandotte, Mich., for location cleaning is now available in three container sizes: 49- and 13-gallon plastic-lined steel drums and 1-gallon glass jars, four to the case.

This new product has been designed to wet nap quickly, keep backs of carpets dry, brighten colors, eliminate greasy films and odors and loosen, dissolve and adsorb soil rapidly. A solution of Rug Shampoo is adaptable either to machine or hand shampooing.

For use in the plant rug cleaning department, Wyandotte Clomak is marketed in 75- and 200-pound drums. This product demoths and deodorizes.

Singer Two-Needle Machine



The Singer Sewing Machine Company has introduced a new two-needle lockstitch compound feed machine for light to medium-heavy sewing, it was announced by J. P. Baiter, vice-president, Manufacturing Trade Department. According to Singer, the unit would be especially helpful to linen supply establishments for repairs.

This model, 212W140, has the following features:

The hooks, bobbin cases and bobbin-case opener mechanisms are lubricated from reservoirs in the hook saddles. The needle bar and needle bar driver are lubricated from a reservoir in the machine arm. A one-piece needle bar rock frame eliminates over-throw, maintains constant stitch lengths.

Split brushings on the feed driving rock shaft and needle bar frame rock shaft have a simple screw adjustment to

compensate for possible wear. The machine provides up to 4,000 stitches per minute. Hooks can be removed without disturbing the hook shaft and can be timed without tipping the machine head back.

Made in gauges from $\frac{1}{32}$ inch to $1\frac{1}{2}$ inches, the 212W140 has a $\frac{1}{16}$ -inch needle bar stroke, $\frac{1}{4}$ -inch clearance under the presser foot, $10\frac{1}{2}$ inches of free space to the right of the needle and can make as few stitches as six to the inch.

Eclipse Offers New Boiler

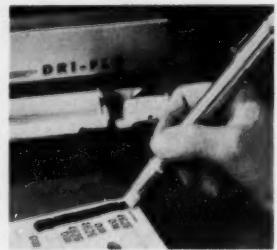
A new self-contained, fully automatic Scotch marine boiler, capable of producing 125 hp., maximum rating, has been developed by Eclipse Fuel Engineering Company.

Available with automatic controls for all operating requirements, the new model's design and construction equal or exceed all requirements of the ASME code and of the "Code of Ethics" of the Industrial Gas Equipment Division of GAMA. Completely assembled, the new boiler is ready for operation after electricity, steam, water, fuel and stack are connected. All necessary wiring is complete.

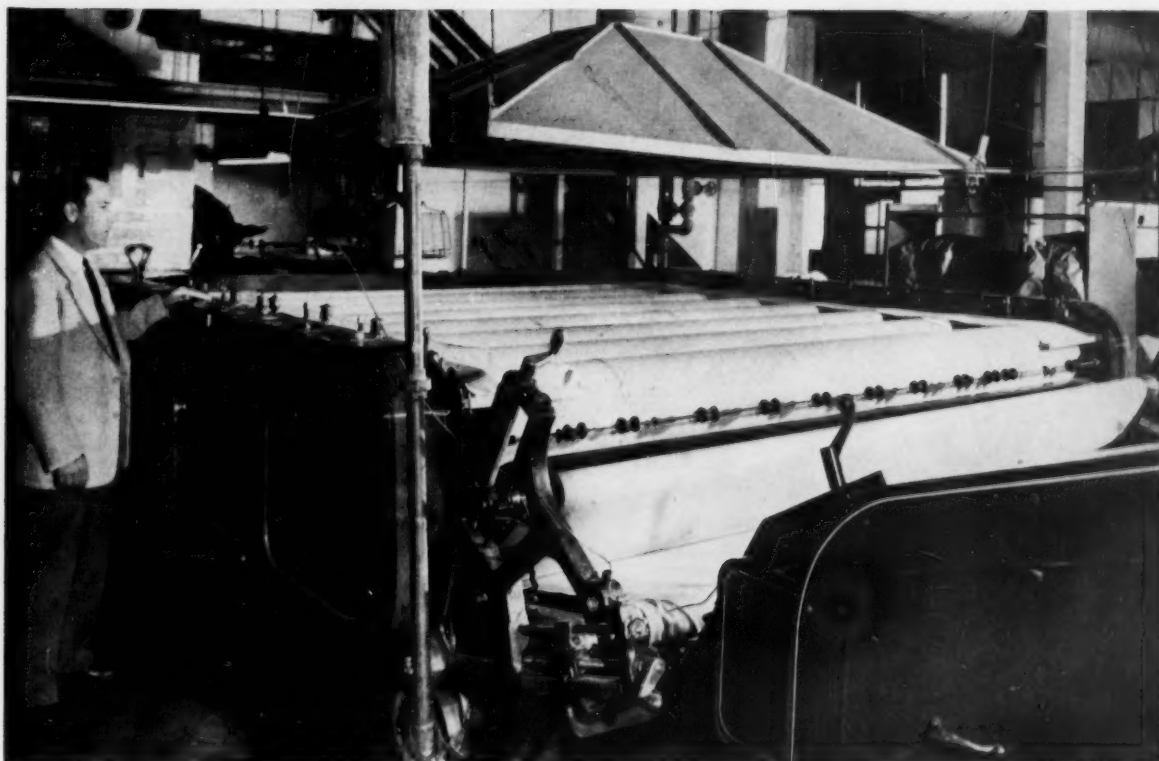
Special features of the boiler, according to Eclipse, are larger-than-average steam space, combustion area, water-storage area and heating surface. Tests indicate that it permits high heat output without strain or danger of heat cracks, produces hot dry steam, has extra reserve capacity to eliminate fluctuations in steam pressure, and develops rated horsepower efficiently under normal operating conditions.

The units are available for burning gas, gas or light oil, gas or heavy oil, oil only and heavy oil only (requiring preheat). Further details will be provided by the manufacturer, Eclipse Fuel Engineering Company, 1002 Buchanan St., Rockford, Ill.

Tag Striper by Dri-flo



A device to apply a broad stripe of color-coding ink to laundry and drycleaning identification tags has been an-



Leading Denver family laundry reports:

Flatwork-ironer covers of Dacron* still going strong after 7 months' duty



"We are simply astonished and delighted with the service we've been getting from covers made of 'Dacron' on our chest-type ironers," states I. H. Lawson, superintendent of the City-Elite Laundry Co., Denver, Colo. "Our business offers the finest type of family

service to hard-to-please customers, and they expect a beautiful finish on sheets, pillowcases and tablecloths. That's what we're getting from 'Dacron'. Other covers we've used did the finishing all right, but didn't last long under 335°F. heat.

"In 1953, as an experiment, we installed a set of covers of 100% 'Dacron' on one of our chest-type ironers. Here it is seven months later, and after continuous use over forty hours a week, these covers are still in good shape. Replacement costs have been cut several times over. This exceptional durability means even more, as a sudden split in a cover during work hours causes expensive and troublesome shutdowns.

"Before trying 'Dacron' we used an inside as well as an outside cover to protect the padding. Now we use just one cover, and the great heat resistance of

'Dacron' has almost doubled the life of the padding. All these points add up to a mighty impressive record. We're convinced, and we're installing covers of 'Dacron' on our other ironers."

More and more leading laundry plants across the country are discovering that ironer covers of "Dacron" outlast other covers up to 14 to one . . . yet give the highest quality finish to flat work. Test-run a set in your own laundry, and you're on the way to saving time, trouble and money. Ask your supplier or write: E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Department, Wilmington 98, Delaware.

Chemical Progress Week, May 17-22.

*REGISTERED TRADE-MARK FOR DU PONT'S POLYESTER FIBER.

DACRON

POLYESTER FIBER



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

LAUNDRIES PREFER DARNELL CASTERS FOR THESE FEATURES



STRING GUARDS . . .

on Darnell Casters make them ideally suited for laundry use. These guards insure easy rolling even though strings and ravelings may wind around the hub.

RUST-PROOFED . . .

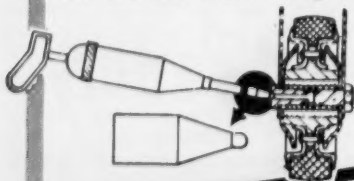
by the Udylyte process, Darnell Casters and Wheels give longer life in laundries where water, steam and corroding chemicals are freely used.

RUBBER TREADS . . .

a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to the rough usage found in laundry service.

LUBRICATION . . .

swivel and wheel bearings are factory packed with a high-quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease gun lubrication.



Ask for
FREE MANUAL

Where Protection Is
Required Use Darnell

RUBBER BUMPERS

A complete, new line of quality bumpers now available — angle, doughnut and strip type bumpers — mean no more marred, ugly door facings, walls and equipment. They pay for themselves many times over. Easily installed on any equipment.
DESCRIPTIVE FOLDER ON REQUEST

DARNELL CORPORATION, LTD.

DOWNNEY (LOS ANGELES COUNTY) CALIFORNIA
60 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

nounced by Dri-flo, 642 E. Ten Mile Rd., Hazel Park, Mich. Called the Dri-flo Tag Stripper, it is designed for use with Dri-flo indelible colored inks or with any quick-drying, opaque or general purpose ink.

The stripper, which looks like a fountain pen and holds a supply of ink in its barrel, has a wide felt tip instead of a metal point. Ink flows through the felt to give instant marking without blotting or skipping. Several tags can be marked with one stroke. Used with the new Dri-flo inks, the stripper applies a mark in any one of 12 different colors that are guaranteed to withstand all processes and solutions normally used in laundering and dry-cleaning.

This method of color coding is said to speed sorting and routing and insure quick attention to special stains or special services. It is also claimed to help smooth out operational peaks and valleys by making possible a system of lot identification. Work is spread out evenly throughout the week with savings in labor, efficiency and customer service.

Carman Static Eliminator

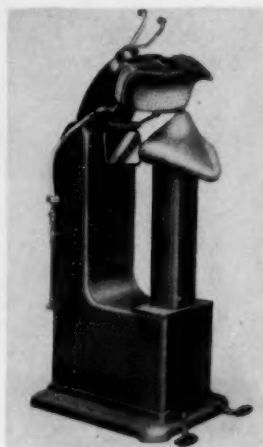
A new liquid static eliminator for use on aprons of flatwork ironers has been introduced by Carman & Co., Inc., 70 Summit St., Brooklyn, N. Y. The manufacturer reports that the product, Carco Negastat 105, has been field-tested in laundries throughout the country, and in every laundry that tried it Negastat has eliminated the static electricity problem.

Carco Negastat 105 is available in a 12-ounce pressurized spray can. One can is enough to eliminate static electricity from the largest ironer. Some ironers build up static electricity at certain spots within the roller. When this occurs, Negastat should be sprayed on these spots and the static electricity will immediately be eliminated, according to the manufacturer. One application will eliminate static electricity for one to four weeks. Carco Negastat 105 is nonflammable.

Erie City Issues Catalog

A 16-page condensed catalog describing and illustrating the complete Erie City line of steam-generating equipment is now available. Generous use of sectional views with concise descriptions make this a handy reference. For a copy, request Bulletin SB-50 from Erie City Iron Works, Erie, Pa.

Automatic Collar Press Featured by Hoffman



U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York, N. Y., has introduced an automatic collar pressing machine, the Collarmaster. Shaped like a man's neck and shoulders, it features the Hoffman Aero-draulic power mechanism to close the head and regulate pressures. The Collarmaster turns out a pressed and shaped collar in one automatic operation that usually runs from 20 to 25 seconds but can be set for shorter or longer time cycles.

The Collarmaster is designed to shrink, break and shape the collar — with proper "stand," get the right width for the lapel at the gore and eliminate wrinkles back of the collar. A lighted rear-view mirror shows the back of the garment to the operator from the normal operating position.

After the operator has adjusted the lay of the collar, the head is closed to light pressure by the right foot pedal. Head steam is applied by fingertip valve. Another fingertip lever locks the head under pressure and starts the automatic cycle, which can be interrupted by pressing the left foot pedal.

The automatic operation reduces operator fatigue. If Collarmasters are run in tandem, one operator can turn out 600 to 650 completed pieces per day, according to the manufacturer's reports.

West Offers Dispenser

A new dispenser for anti-septic creams used to protect the skin against occupational dermatitis is now available from West Disinfecting Company, 42-16 West St., Long Island City 1, N. Y.

The tamperproof unit accom-



Does this happen in your laundry?

This padding is packing down. Buttons break, the collars have crow's-feet, and the cuffs wrinkle. Besides, the shirts don't look good.

If you've ever had this trouble and lost good customers because of it, you'll appreciate the value of Jomac 54.

Jomac 54 has thousands of springy loops which won't pack down. It greatly lowers button breakage; prevents crow's-feet and wrinkles; improves the quality of finished work; helps keep customers satisfied. Its uniform porosity prevents scorching.

Jomac 54 is economical too. It saves 25% to 40% of your press padding costs, up to 75% of your pad-replacement time, and it fits any size buck.

Jomac 54—made only by C. Walker Jones Co.—is sold by leading laundry suppliers everywhere. Ask for the name of your nearest supplier.

FREE. A set of Jomac Press Padding covers for collar or cuff unit. Send us a paper pattern, plus the make and model of your press. C. Walker Jones Co., Philadelphia 38, Pa.

JOMAC 54 PRESS PADDING



NO BROKEN BUTTONS



NO CROW'S-FEET



NO WRINKLES

here's
a
money
back

guarantee

Because we know that **LOGLIFE APRON CLOTHS** from Tingle's Gold Line of Quality Laundry Fabrics will outwear conventional Duck by over 20%, we make this double-your-money-back guarantee:

"Order today with the understanding that **LOGLIFE APRONS** (cloth finish) will give you a better finish and a lower cost per day of operation, or, we will refund double the difference between our invoice and the current price of the apron you are replacing."

LOGLIFE and Extra Heavy **LOGLIFE** are made from longer, stronger staple cotton spun into multi-ply yarn and woven on the world's heaviest looms in the Tingle, Brown Atlanta Mill. That is why we can make this guarantee—you risk nothing! **LOGLIFE**—20% longer service with less stretch and fabric impression!

Woven in conventional widths, from 50" to 124".

Tingle Brown & Company



1765 Carter Avenue, New York 57, N. Y., CYPRESS 9-8800

507 Bishop Street, N. W., Atlanta, Georgia, ATWOOD 3-664

1227 Wabash Avenue, Chicago 5, Illinois, HARRISON 7-0083

723 E. Washington Blvd., Los Angeles 21, Calif., PROSPECT 6023

modates 12-ounce tubes of protective antiseptic creams and provides economical and sanitary means of dispensing these creams and protecting their antiseptic properties. A predeter-

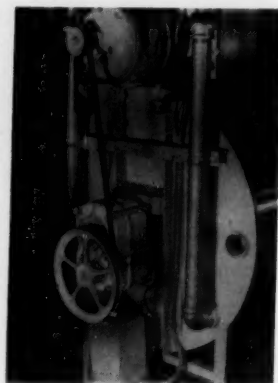
mined amount of cream is released with each stroke of the dispenser.

Further information on this product is available from the manufacturer.

Cook Features Dodge Gear In Washettes

John Cook, president of Cook Machinery, Inc., Dallas, Tex., has announced that his company is now using the Dodge direct reducing gear in its line of Washette open-end washers.

The gear box is produced by Dodge Manufacturing Corp., Mishawaka, Ind., manufacturer of gears and gear assemblies, and consists of a series of helical cut gears sealed in oil. It was developed from the Dodge line of Torque-Arm Speed Reducers. The gear box is mounted directly in line with the basket on the back of the machine. A single belt drives the reducing gear from the motor, which is mounted on top of the machine out of the moisture area. This arrangement is designed



to save on belt wear, lengthen the life of the motor, eliminate adjustments and power loss.

Packaged Steam Generator Offered by Continental

A new bulletin on the Continental Automatic Boiler describes this unit's design, a two-pass system with forced draft. Air enters through turbine-like vanes, which create a spinning or highly turbulent flame in the furnace. Gases are spun again in all return tubes by means of a fixed steel impeller. The spinning gas technique is designed to provide greater heat transfer per pass.

According to the manufacturer, all units have a guaranteed minimum efficiency of 80 percent and steam is 99 percent plus dry. Continental boilers feature hinged doors on front and back; highly accessible construction, and easy maintenance. Copies of Bulletin BE3 are available from Continental Boiler Division, Boiler Engineering and Supply Company, Inc., Phoenixville, Pa.

Speed Queen Introduces New Washer

The Model A-10 Speed Queen 8-pound commercial washer is now available for use in neighborhood, drive-in and quick-service laundries as well as in institutions, small motels and trailer courts.

This automatic washer features a bowl-tub and agitator principle of washing. An oscillating agitator forces the water out and up the sides of a bowl-shaped tub, producing a combination of agitator action and rolling water action. Another feature of the unit is a sediment zone and sediment ejector. Any grit or sediment that settles to the bottom of the tub is automatically flushed out at the beginning of every rinsing cycle. It has automatic overflow rinsing to drain scum and curd off over the top of the wash, not through the clothes.

The fully automatic washing cycle is 12 minutes; however, the dial can be set for from 1



to 12 minutes. After the washing cycle, the machine automatically goes into full tub agitated rinse, and then the tub spins at 625 r.p.m. to extract the water from the clothes.

Further information is available from Simplex Division, Speed Queen Corporation, Algonquin, Ill.

Phoenix Offers Imprinted Cellophane Bags



For laundries that want to deliver finished bundles that look attractive and well-organized when opened, Phoenix Products Co. has introduced clear cellophane bags that can be imprinted with the firm's trade name for packaging folded handkerchiefs.

The handkerchief bags, made in gusset style, will hold as many as a dozen laundered handkerchiefs. They are also suitable for packaging lunch-con-sized napkins. If desired, the top of the bag can be closed by heat sealing. The bags are available plain, or imprints can be made in one or more colors to suit individual needs.

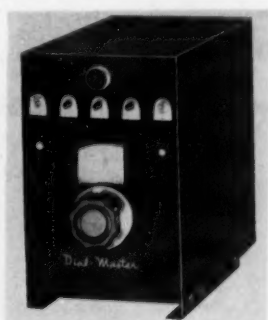
Further information may be obtained from Phoenix Products Co., 4715 N. 27th St., Milwaukee 16, Wis.

Norman Features New Washer Control

A new Norman Dial Master automatic control for washers has been introduced to add hot water, add cold water, open and close drain valves and signal the operator whenever attention is needed.

Among the unit's features is a simplified, adjustable dial. With the removal of this dial and easy rearrangement of operational keys, the Norman Dial Master may be adjusted to meet specific formula requirements. It offers a standard time cycle of 96 minutes; any multiple of 96 minutes can be placed on the same dial. To compensate for variations in water pressure and flow, a simple mechanism automatically stops the timer while water is being added. The timer starts again when the filling operation is complete.

The control may be installed



in any washer. It operates on standard AC-110 volt current. It is 8½ inches wide, 10½ inches high and 12 inches deep. Further details are available from the manufacturer, Norman Control Company, 4650 W. Lawrence Ave., Chicago 30, Ill.

Pennsalt Introduces Floor Coating

NeoFloor, an easily applied skidproof surface coating for concrete, wood and metal floors, has been developed by Pennsylvania Salt Manufacturing Company for use where oils, greases and chemicals create safety hazards and maintenance problems.

Robert R. Pierce, sales manager of Pennsalt's Corrosion Engineering Products Department, describes NeoFloor as a gritlike material anchored in a matrix of resilient neoprene and bonded firmly to the floor with an adhesive primer. Both primer and coating are supplied in liquid

form. NeoFloor is reported to be a tough, tightly bonded material that is highly resistant to fumes, spillage from acids, alkalis, salt solutions and solvents at temperatures up to 220 degrees Fahrenheit. Also waterproof, NeoFloor is impervious to oils and greases and can be cleaned with commercial detergents and cleansers.

Additional information is available from Corrosion Engineering Products Department, Pennsylvania Salt Manufacturing Company, 1000 Widener Building, Philadelphia 7, Pa.

USE *Fletcher* "WHIRLWIND" EXTRACTORS



AND ASSURE YOURSELF OF DEPENDABLE OPERATION

Yes—dependable operation is the keynote around which the Fletcher Whirlwind was conceived and developed, and it is just what you will get when one or more of these popular extractors is installed in your plant.

Among the many advantages of these extractors is their extreme stability under out-of-balance loads, made possible by the Fletcher self-balancing principle. Also, these machines incorporate extra heavy stainless steel baskets which may be spun up to 1,200 R.P.M., yet the basket interiors are glass smooth and perfectly safe for even the most delicate fabrics.

An oversize motor and V-belt drive supplies ample power for full capacity operation without danger of overheating or other mechanical breakdown. Automatic braking is accomplished by fingertip control.

Find out more about these amazing extractors. Write today for Bulletin 79.

*Fletcher Whirlwind Extractors
are available in 40", 48", and
60" basket diameters.*

FLETCHER WORKS

221 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850

NEWS

from the

ALLIED TRADES

Yarbrough Holds Clinic and Open House



A successful open house and clinic was held by Yarbrough Supply Company, Inc., February 26 to 28 in its new Louisville, Ky., warehouse. Half the warehouse, which had been completed a few weeks before, was completely filled with 58 exhibits representing many leading manufacturers in the laundry and drycleaning industries.

The night before the clinic opened, James E. Cox, president, and Yarbrough personnel were hosts at a dinner for all exhibiting allied tradesmen. An informal atmosphere prevailed, and though the speeches were many they were also short. Several exhibitors offered suggestions from previous clinic experience. These were put into effect by Yarbrough management and resulted in greater efficiency.

Clinic hours for the three days ran from 10 a.m. to 5 p.m. and the total attendance was 779. For many visitors, who showed great interest in the dis-

plays, this was the first exhibit. There were many live exhibits on the floor, including spotting and digester demonstrations, shirt washing and finishing, pressing, garment finishing, sewing and darning, extraction and tumbling, washing, packaging and textile and net maintenance.

Other highlights included eight drawings for about 20 door prizes, including a television set and a refrigerator. All plant personnel had the opportunity to visit the other half of the building, which houses the offices and warehouse. Guests also enjoyed free refreshments throughout the three-day clinic.

Each Yarbrough salesman spent about 15 minutes at each booth during the show to learn about that exhibitor's product and its application. According to reports, exhibitors stated that buying interest at this clinic was unusually high.

Henrici Offers Janet Line

Henrici Laundry Machinery Co., Boston, has purchased Shedlov-Heinz Manufacturing Company, Minneapolis, according to an announcement by Henry W. Maxant, Henrici sales manager. The Boston company will add the well-known Janet line of tie pressing equipment and glove forms to its own series of Henrici stainless-steel washers.

All manufacturing facilities of the Janet equipment have been transferred to the Boston plant.

Diamond Names Miller

The Miller Chemical Co., 525 N. 15th St., Omaha, Neb., was recently appointed a distributor of the complete line of specialized laundry detergents, soaps and blues manufactured by Diamond Alkali Company, Cleveland, Ohio, according to James C. Forsyth, manager of alkali specialty sales for Diamond.

The Miller organization, headed by G. R. Brown, distributes Diamond's industrial chemicals in Nebraska, South

Dakota and western Iowa. Harry C. Farnham, sales manager, and a staff of six men will handle Diamond laundry products in the same area.

Mr. Forsyth pointed out that "Miller's direct selling efforts, combined with the washroom advisory counsel made available to laundries through Diamond's own technical service representatives, will help laundry managers and superintendents . . . economize on washroom operations, increase their efficiency, and more easily maintain quality-control standards."

Atlas Plans Scholarships

Atlas Powder Company, Wilmington, Del., has set up eight \$1,000 college scholarships for science students, according to Ralph K. Gottshall, president. The grants are part of the company's program to help outstanding students complete their scientific education. Awards will go to students majoring in chemistry, physics or any branch of engineering who will be seniors during the 1954-55 college year. The program will be administered by Dr. Thomas Kennedy, Atlas director of industrial relations.

International Names Four

R. M. Buzard, manager of sales, motor truck division, International Harvester Company, Chicago, has announced the appointment of Russel C. Burns as supervisor of the company's motor truck fleet sales.

A 20-year Harvester sales veteran, Mr. Burns has served as general supervisor, used truck merchandising, since May 1952. Before this appointment, he served in various managerial capacities at the company's Buffalo, Albany, New York City, Philadelphia, Baltimore and West Haven, Conn., district sales offices.

At the same time, Mr. Buzard announced the appointment of R. H. White as manager of the company's new Lubbock, Tex., motor truck district. Mr. White served formerly as manager of the Tulsa, Okla., district.

Other Harvester sales personnel changes include the transfer of M. S. Howard, formerly assistant manager at Sweetwater, Tex., to Lubbock in the same capacity. R. L. Tracy, branch manager, Los Angeles district, has been promoted to assistant manager at the Oakland, Calif., district.

Father and Son Win Milnor Prizes



Distributor prize goes to Harold F. Lewis (above, right) and sales prize to Harold S. Lewis (below, right) as Norvin Pellerin (left) honors this father and son team



Harold F. Lewis, president of Lewis National Corporation, Dorchester, Mass., was the winner of the distributor prize in the recent sales contest "Operation Milnor" conducted by Pellerin Milnor Corporation of New Orleans. For having the

winning salesman in his employ, Mr. Lewis received a Milnor 4W-25 washer and was honored at a testimonial dinner by Norvin Pellerin, president of Milnor.

First prize winner Harold S. Lewis, son of the president

You Can't Lose When You Have All Five



- PERFORMANCE
- PRODUCTION
- PROFIT
- PRIDE and
- **PRE-DRYING**
in the NEW

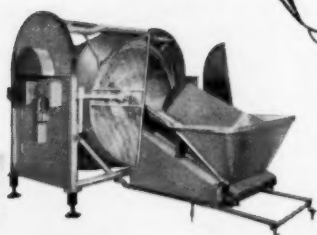
PURKETT CONDITIONER

FOR FLAT WORK AND GARMENTS

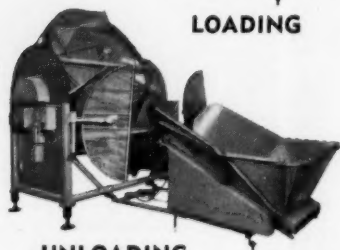
It Removes 10% More Moisture . . . Provides
20% Heat-Rise in Only 5 Minutes Tumbling

THE NEW MODEL PRE-DRYING CONDITIONER
OFFERS 7 DISTINCT ADVANTAGES:

1. Saves labor.
2. Speeds up ironing.
3. Eliminates costly manual shake-out and transporting.
4. Saves hours of high cost time on loading and unloading. Loads and unloads non-stop with push-button control. Loads one side; discharges other side for steady flow of properly conditioned pieces.
5. Quickly pays its way in lower cost, improved performance, dependable day-in and day-out trouble-free operation.
6. Enormous capacity . . . up to 250 pounds per load.
7. Timer control assures uniform quality; cylinder reverses automatically.

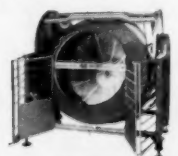


LOADING



UNLOADING

THERE ARE PURKETT TUMBLERS
FOR ANY NEED!



UNHEATED
SHAKE-OUT TUMBLERS



72" BIG MOUTH
HEAT CONDITIONER

MANUFACTURED BY
PURKETT MANUFACTURING COMPANY
JOPLIN, MISSOURI

**more service for your customers
more profit for you**

| | |
|-------------------------|-----------|
| Regular Soft collar | 3.75 doz. |
| Non-wilt, wrinkle-proof | 4.50 doz. |
| New Round Point | 4.50 doz. |
| New Short Point | 4.50 doz. |
| Button Cuffs, Pair | 3.75 doz. |

In custom quality broadcloth:

| | |
|--|-----------|
| Conventional with stays | 5.25 doz. |
| Widespread with stays | 5.25 doz. |
| French Cuffs, Pair | 6.00 doz. |
| Packed ½ dozen of a size from 14 through 17½ | |

Dubliffe
collars and cuffs



Standard packing reduced
to ½ dozen of a size.

Minimum order 3 dozen assorted.

Ask your favorite supplier or write to:

Dubliffe Collars

208 4th Ave. New York, N. Y.

**Your Customer Good-will
Hangs on the
BUTTON**



Nothing makes anyone more peeved than to find missing buttons on a neat, laundered shirt.

Why do a half-way job! When you send that shirt back to your customer — have it *completely* finished with all missing buttons replaced — easily — quickly — for just a few seconds extra.

Try a Chandler Button Sewer. Let the machine itself prove its worth and merit.

Convenient terms . . .
Write to us for details.

Chandler MACHINE COMPANY
AYER, MASS.
REPRESENTATIVES IN ALL PRINCIPAL CITIES

of Lewis National, received for his sales achievement from \$500 and an engraved plaque Mr. Pellerin.

Hammond Opens Oklahoma City Division



Shown above are the new building and representatives of the Hammond Laundry-Cleaning Machinery Company Division of Oklahoma City, Okla., which has recently opened. In the photo, left to right, are: O. L. Southern, service manager; Ethelee Boyd, secretary; Treher Firmin, sales manager, and A. W. Philips, sales associate.

For 10 years Mr. Southern was connected with the service department of the firm's home office in Waco, Tex.

Roger N. Conger, president of Hammond, reports: "Our new offices and warehouse and service department at Oklahoma City will mean that our customers will receive the benefit of faster service work and installation of new or used equipment." New Hammond laundry and drycleaning equipment and rebuilt laundry and cleaning machinery of all types will be on display in the new building. The new organization will also offer aid in plant layout and installation.

Cowles Appoints Pynchon



RICHARD N. PYNCHON

of all of Cowles' advertising, sales promotion and public relations activities.

Correction

In the March issue of STARCHROOM LAUNDRY JOURNAL, page 86, there appeared an article announcing the appointment by Cowles Chemical Company, Cleveland, Ohio, of Francis Dusek and Clifford D. Phillip as technical men. We regret that the captions under their photographs were switched.

Westinghouse Air Brake Honored by Stock Exchange

Richard N. Pynchon has been named advertising and sales promotion manager of Cowles Chemical Company, Cleveland. Mr. Pynchon replaces Elmer A. Lord, who will remain with Cowles as a sales representative in the Heavy Chemical Department.

Before joining Cowles Mr. Pynchon served in the Furnace Sales Division of the Perfection Stove Company, Cleveland. During the Korean conflict he was an instructor in the Eighth Army Engineer School in Japan. Mr. Pynchon will be in charge

For paying a cash dividend to its stockholders every year for 80 consecutive years, Westinghouse Air Brake company was honored at a luncheon by the New York Stock Exchange. John W. Sargent of Chicago was an honored guest at the luncheon for the company's officers and directors. Mr. Sargent is the trustee of the company's oldest stock holding.

Westinghouse officers and directors who attended were: Edward O. Boshell, chairman and president, Edwin Hodge, Jr., Herbert A. May, R. O.

Yearick, W. L. Richeson and M. Crooks, chairman; Wil-
A. T. Daignault. The Stock Ex-
change was represented by G. and Edward C. Gray, executive
Keith Funston, president; Rich- vice-president.

Carman Honors Progressive Salesmen



Carman & Co., Inc., Brook-
lyn, N. Y., recently honored
two sales representatives with
trophies for outstanding work
during 1953. This was the first
time the trophies were pre-
sented.

Theodore Feketis, New York
office, earned the title of "Sales-
man of the Year" and received
a loving cup trophy for having
the highest percentage of sales
increase in the top volume di-

vision. Dave Kornblau, also of
New York, won the title of
"Most Progressive Salesman of
the Year." He received a plaque
for showing the highest per-
centage of sales increase in the
second volume division.

Shown in the photo above,
left to right, are: J. R. Conley,
vice-president and general sales
manager, Dave Kornblau, Teddy
Feketis, and S. E. Moore, presi-
dent of Carman.

Staley Announces Personnel Changes



JAMES W. HURLEY



WILLIAM G. DAHLQUIST

William G. Dahlquist has
been appointed manager of the
chemical division of A. E.
Staley Manufacturing Co., De-
catur, Ill. Mr. Dahlquist has
been a member of the com-
pany's Chicago sales staff since
1951.

James W. Hurley, who has
been with the company for the
past 13 years, has been ap-
pointed manager of marketing

plans for the chemical division.

Succeeding Mr. Hurley is
C. W. White, who has been
manager of the company's serv-
ice department. Wendell Ray, a
member of the Philadelphia
sales staff, has replaced Mr.
Dahlquist at Chicago, and
Henry Platzbecker, trainee and
order clerk in the Decatur office,
has been assigned to Philadel-
phia.

Vickers Forms New Firm in Atlanta

Paul A. Vickers has sold his
interest in Allen and Vickers,
Inc., and is now operating Paul
Vickers Company, 3801 Wieuca
Rd., Atlanta, Ga.

The firm supplies complete
plant equipment for laundries,
drycleaners and automatic laun-

dries. Equipment includes boil-
ers, washers, extractors, tum-
blers, ironers, filters, stills,
presses and other related units.

Mr. Vickers, who is operating
in parts of Georgia, Alabama,
Florida, South Carolina, North
Carolina, Kentucky and Ten-



ANCHOR-ROME

rough & tumble COTTON NETS

more washings
per dollar invested



Your local laundry supplier is stocking
Anchor - Rome Nets

Iselin-Jefferson Company, Inc.

Selling Agents

90 NORTH STREET, NEW YORK 15, N. Y.

ATLANTA BALTIMORE BOSTON CHARLOTTE CHICAGO CLEVELAND DALLAS
DETROIT LOS ANGELES MONTREAL NEW ORLEANS PHILADELPHIA PORTLAND, ORE.
ST. LOUIS SAN FRANCISCO TORONTO

Ask your dealer for your copy of this NEW

**RISDON
REMO
CATALOG**

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN. RI-2

ATTENTION!

LAUNDRIES & SHIRT HOSPITALS

OUR NEW LOOK SOFT COLLARS STAY FIRMER WITHOUT STARCH

Your Best Buy is our Style H20 soft broadcloth collar in which we are now using a heavier #250 band to improve the appearance.

REGULAR COLLAR

Style H20 Soft Collars \$3.75 per doz.
NON Will is a Fused Collar \$3.75 per doz.

OXFORD COLLAR

Plain Oxford Collars \$4.25 per doz.
Oxford Button Downs Collars \$4.75 per doz.

SPREAD COLLAR

The Best Style Wide Spread Collar "with stays" \$4.75 per doz.

#250 bands are used in our H20 soft broadcloth spread and oxford collars.

All of our collars are manufactured of Brand New SANFORIZED BROADCLOTH and LININGS.

For those who do repair work, Broadcloth and Oxford Cloth can be had by the yard.

| | |
|---------------------------|-----------------|
| Neck Bands | \$2.00 per doz. |
| Plain Single Cuffs Pairs | 3.75 per doz. |
| French Cuffs Pairs | 4.75 per doz. |
| Plain Single Oxford Cuffs | 4.25 per doz. |

WHOLESALE DISTRIBUTORS INQUIRIES INVITED

Manufacturers of Shirt Collars Since 1931

THE ZUCKERBERG CO.

87 Franklin Street, New York 13, New York

nessee, is a Registered Engineer of the State of Georgia and offers an engineering service that includes estimates, appraisals and layouts. Besides

representing a large number of manufacturers, he is sole factory representative for Washex Machinery Corporation in Kentucky and Tennessee.

Cowles Names Wiginton and Kelley



J. M. WIGINTON



JOHN W. KELLEY

Cowles Chemical Company, Cleveland, Ohio, has appointed J. M. Wiginton technical man in the Kentucky-Tennessee territory. A veteran of 15 years in the laundry business, Mr. Wiginton has been the Cowles Western representative since 1941. He served for four years

in the Air Force and was discharged with the rank of Major. Mr. Wiginton replaced R. W. Bateman, who has left Cowles to manage a diaper laundry in Chattanooga, Tenn. John W. Kelley replaces Mr. Wiginton as technical man in the San Francisco territory. He

has been associated with the industry for over 25 years and formerly served in the Wisconsin territory for Cowles. Since leaving the company in 1940, he has been managing, servicing and selling laundries through the West and Midwest.

Diamond Appointments

According to an announcement by Raymond F. Evans, president of Diamond Alkali Company, Cleveland, C. A. Butler, Jr., director of engineering since 1946, has been promoted to the newly created post of director of commercial development. Loren Scoville has been named to take over Mr. Butler's work as director of engineering. He was formerly vice-president in charge of engineering, purchasing and operation of a New York State chemical company.

Solvay Plans Distribution

Solvay Process Division, Allied Chemical & Dye Corporation, has announced plans for barge movement of products from its new Moundville, W. Va., plant to customers on or near the Ohio River and its tributaries. A new barge-load-

ing dock is now under construction.

The Moundville plant, which started operations last December, now produces chlorine and caustic soda. Production of methyl chloride, methylene chloride, chloroform and carbon tetrachloride is planned for midsummer.

Peterson Joins Meese



FRED J. PETERSON

Meese, Inc., manufacturer of Shamrock canvas baskets, hampers and trucks, has appointed Fred J. Peterson sales represen-

Solved!
ALL YOUR LAUNDRY PROBLEMS!
 with **WED** the fabulous new
 completely automatic
BIG CAPACITY
WASHER-EXTRACTOR-DRYER

With ONE setting of the dials...in ONE continuous operation that does away with all trips from unit to unit...
 WED Washes, Extracts and Shakes Out Ready For Ironing up to 40 LBS. OF CLOTHING OR
 WED Washes, Extracts and Completely Dries up to 25 LBS. OF CLOTHING!
 WED has a new scientifically developed non-harmonic washing action that makes for particularly thorough yet unusually gentle washing. There is never any wringing or snarling even under full loads of bed sheets.
 WED's washing action is so perfected that you can even wash CHENILLE BED SPREADS and RUGS up to 9 x 12!
 With no other laundry equipment...no matter how many units...can you accomplish so much with so little labor! No skill is required! Simply load the machine...set the dials...add supplies...and all that is left to do is unload the completed laundry!

WED saves space! WED saves linen inventories!
 WED saves on soap and water!
 WED IS PARTICULARLY LOW IN COST—low in investment—low in operation—low in maintenance!
 WED SOLVES ALL YOUR LAUNDRY PROBLEMS!
 Get FULL PARTICULARS on this amazing All-In-One Laundry!
 Write, Wire or Phone your NEAREST Office:

TELECOIN CORP.
 Organizers and Pioneers of Launderettes and Automatic Self-Service Laundry Systems

12 East 44th Street, New York 17, N. Y. • Murray Hill 7-7800

5519 Broadway Chicago 40, Ill. Uptown 8-7575
 1467-W, 8th Street Los Angeles, Calif. Phone: DUNKirk 1-3818
 1545 Mission Street San Francisco, Calif. Phone: HEMlock 1-0472

tative covering California, Nevada, Utah and Arizona. Mr. Peterson has completed a sales training program at company headquarters and in the Midwest territory. His headquarters are at 4645 Olympic Blvd., Los Angeles.

Through other territorial assignments, the Northwest states will be covered by another Meese representative with headquarters in Minneapolis.

Stauffer Appoints Eipper



E. WILLIAM EIPPER

E. William Eipper has joined the market research and de-

velopment department of Stauffer Chemical Company, New York. He will be responsible to Paul Brallier, director of market research and development, and will make his headquarters in San Francisco.

Mr. Eipper, who started in the chemical industry in 1934, has been associated with several prominent allied trades firms. He entered the Army in 1941 and later became director of research and general laboratories of the ordinance department's Picatinny Arsenal, located in Dover, New Jersey.

Orner Marks Twenty-Fifth

Martin L. Orner, vice-president of A. E. Friedgen, Inc., New York, was guest of honor at a dinner given by his associates to celebrate his twenty-fifth anniversary with the firm. Mr. Orner joined the company in 1929 as a staff engineer and was elected vice-president in 1947.

The Friedgen company renders a consulting service to the owners of fleets of trucks in various industries. It includes many prominent companies in the laundry field among its clients.

New York Ups Minimum Wage

On February 15 the change in New York minimum wage rates for laundry workers went into effect. It raised the wage floor by 5 cents per hour for those working in communities of under 10,000 population. The new minimum is 75 cents for full-time and 80 cents for part-time work, according to Edward Corsi, industrial commissioner.

Trenton Boosts Laundry Tax

An ordinance has been passed in Trenton, New Jersey, increasing license fees for businesses for which fees are fixed and not based on gross sales. The fee remains \$100 for laundries with 25 or fewer employees, but for each additional 25 employees, or fraction thereof, \$50 will be charged. Automatic laundries were boosted from \$2 for each machine to \$4 each.

Laundry for Art's Sake

Art rears its lovely head above the washing equipment of Quickie Washie in Urbana, Illinois. Lee Hocking, owner of the establishment, is exhibiting paintings by students of the University of Illinois.

"I had a lot of wall space and was approached by merchants who wanted to rent it for advertising," Mr. Hocking explained, "but there are many art students who haven't any place to exhibit their paintings. I thought it would do more good this way."

And out in Berkeley, California, Louis B. Scott is operating Laundry and Art Gallery. Several years ago Mr. Scott invited a few artist friends to show their work in his estab-

56 Years Service to Laundries

PROVIDING

Indelible Inks
Linen Markers

Metal Dies
Pens

**EVERYTHING FOR SUPERIOR
Marking of Linens, Uniforms**

Write for free booklet "Avoid Linen Losses"



5632 HARPER AVE.

CHICAGO 37, ILL.

IMPROVED

**Nashua
Flannel**

- ★ GREATER BULK
- ★ ADDED THICKNESS
- ★ SAME FELTED NAP
and Snowy White Color

INSIST ON Nashua Flannel
for longer wear and better finishing

Write today for free sample
Sold exclusively through leading jobbers.

Nashua TEXTILE COMPANY, INC.

Mill—Nashua, N. H.

Sales Office—Empire State Building, New York 1, New York



BOCK EXTRACTOR

Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

NEW!

FOR PACKAGE UNIT LAUNDRIES

Key-Tag's Model A-15

FLAG CHECKING SYSTEM

**3-WAY
CHECK!**

✓ BY COLOR
✓ BY NUMBER
✓ MECHANICAL
CODE LOCK MAKES
MISTAKES IMPOSSIBLE



- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
6505 HOUGH AVE., CLEVELAND 3, OHIO

ishment. Not only does the exhibit relieve the hospital white of the walls, but housewives who patronize the self-service laundry have purchased the oils, water colors and ceramics on display.

Aids to Small Business

Services available from the United States Employment Service to small business in meeting employment-management problems are explained in a new four-page leaflet, according to small business administrator Wendell B. Barnes.

The publication, "How the U. S. Employment Service Helps Small Businesses," is No. 41 in a series of management aids. It points out that through state employment offices throughout the country the USES helps recruit workers of all types. The booklet also describes various specialized services which are available from the Employment Service.

Copies of the leaflet are available on request at all Small Business Administration field offices.

Convention Calendar

Ohio Laundryowners Association
Leland Mansfield Hotel
Mansfield, Ohio
April 22-23, 1954

North Dakota State Laundryowners
Graver Hotel
Fargo, North Dakota
April 23-25, 1954

Laundry & Cleaners Allied Trades Association and
Laundry and Dry Cleaners Machinery Manufacturers
Association
Broadmoor Hotel
Colorado Springs, Colorado
April 27-30, 1954

Linen Supply Association of America
Edgewater Beach Hotel
Chicago, Illinois
April 29-May 1, 1954

Pennsylvania Laundryowners Association
Traymore Hotel
Atlantic City, New Jersey
April 29-May 1, 1954

Illinois Laundry Association
American Institute of Laundering
Joliet, Illinois
May 6, 1954

New York State Laundryowners' Association, Inc.
Sheraton Hotel
Rochester, New York
May 6-8, 1954

Connecticut Launderers & Cleaners Association, Inc.
Hotel Bond
Hartford, Connecticut
May 7-8, 1954

STARCHROOM LAUNDRY JOURNAL

Laundryowners and Dry Cleaners Association of
Montana, Southern Alberta and Northern Wyoming
Hotel Florence
Missoula, Montana
May 7-8, 1954

New Hampshire Laundry and Dry Cleaners Association
Hotel Moody
Claremont, New Hampshire
May 8, 1954

Maryland, District of Columbia & Virginia
Laundryowners' Association
Chamberlain Hotel
Old Point Comfort, Virginia
May 9-11, 1954

Pacific Northwest Launderers and Dry Cleaners
Ridpath Hotel
Spokane, Washington
May 13-15, 1954

Canadian Research Institute of Launderers
and Cleaners
Windsor Hotel
Montreal, Quebec
May 13-15, 1954

Mountain States Cleaners Association and
Mountain States Laundry Association
Cosmopolitan Hotel
Denver, Colorado
May 13-15, 1954

Oregon State Laundryowners Association
Senator Hotel
Salem, Oregon
May 21-22, 1954

Idaho State Laundry & Dry Cleaners Association
Shore Lodge
McCall, Idaho
June 4-5, 1954

Florida Institute of Laundering & Cleaning
George Washington Hotel
Jacksonville, Florida
June 4-6, 1954

California Laundryowners Association, Inc.
Hotel Del Coronado
Coronado Beach, California
June 10-12, 1954

Laundry, Dry Cleaning and Allied Trades Exhibition
Olympia
London, England
July 8-17, 1954

National Association of Institutional Laundry Managers
Atlanta, Georgia
October 14-16, 1954

American Institute of Laundering
Atlanta Municipal Auditorium
Atlanta, Georgia
October 15-17, 1954

Make **ANY** **HOTHEAD** . . . in just
press a . . . **16 seconds**

Every press in your plant can now do double duty—Regular pressing and hothead pressing—switch from one to the other and back again in a matter of seconds.

No need for special machinery—just flick a new GROSS STAR HOTHEAD GRID PLATE on your press—handle hard-to-finish cottons, suedes, etc. Zip it off and put on a regular Gross Star Grid Plate for woollens, silks and general pressing. Finish EVERYTHING in the plant on one press.

Gross Star HOTHEAD solid surface fits all press heads—made



of hard, shiny long-lasting Starium, a special alloy that holds heat, gives a beautiful finish, saves you many dollars in expensive installations for relative pennies.

ASK YOUR JOBBER about Gross Star Hotheads and Gross Star Aluminum Grid Plates.

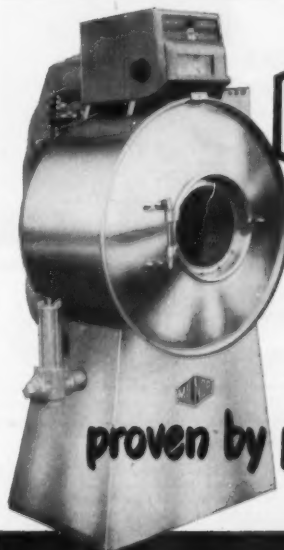
NO LINER NEEDED
with **GROSS STAR**
ALUMINUM GRID-PLATES



up to 46" . . . \$14.85
mushroom . . . 11.00
over 46" . . . 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

GROSS STAR GRID PLATE for Better Pressing
MFG. BY
L. BEHRSTOCK CO.
1700 S. STATE ST. CHICAGO 16, ILL. DANUBE 8-6022



**LAUNDRY AND
DRY CLEANING
EQUIPMENT**

proven by performance

Milnor stainless steel washers and extractors are the finest available to the laundry and dry cleaning industries. Plant owners everywhere agree that rugged Milnor equipment designed especially for individual bundle washing, is tops in the field, and that for performance, it just "can't be beat." Write today for complete information about Milnor Laundry and Dry Cleaning Equipment.

PELLERIN MILNOR CORPORATION • NEW ORLEANS, LA.

Replace Key Tags or Collar Marking with NEW...WET STRENGTH



Combination Tags & Invoices Or **WET STRENGTH** SHIRT STRIP TAGS

- Speeds Operations—Saves Time
- Eliminates Collar Ink Marking
- Used By Leading Plants Everywhere.

SEND TODAY For Samples and Prices.

WALTER J. McLAY CO.

Specialists In Laundry & Dry Cleaners' Tag Systems
1348 N. 37th STREET, MILWAUKEE 12, WISCONSIN



Taubman
**LAUNDRY
MARKING PEN**
used by
**LEADING LAUNDRIES
and DRY CLEANERS**

- BLACK, INDELIBLE INK
- GREATER INK SUPPLY
- WON'T WASH OUT
- WON'T DRY OUT
- DARKER, CLEARER MARKINGS
- WRITES SMOOTHLY ON FABRIC OR PAPER
- DISPOSABLE... NO REFILLS

**STOP
HUNTING FOR
FUGITIVES
AND STRAYS!**

Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO., 1 West 34th St., Dept. S, New York 1, N. Y.

39¢

329
6 1/2" LONG

DANDUX BASKETS and TRUCKS *Can Take It!*

Over 2000 lbs. of lead shot in bags are piled in this small 2 1/2 bu. canvas basket without strain or damage. Dandux canvas baskets and trucks are stronger.



C. R. DANIELS, INC.

Daniels, Maryland
NEW YORK 6, N. Y. CHICAGO 6, ILL.
75 West Street 549 W. Randolph St.



TAG-O-LECTRIC
With AUTOMATIC PIECE COUNTER



Makes, marks, power staples temporary identification tags and counts pieces in one operation. Selective single or double stapling. Models adaptable to all laundries and cleaning plants. PATENTS PENDING OR PENDING



**RIBBON-RITE
MARKING MACHINE**
Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.

TAG-O-MATIC



The economy machine for cleaners. Makes, marks and stacks tags. LIKE tags for all orders.
No waste, no loose tags. Makes tags up to 10 characters.



Genuine TAG-O-LECTRIC FIBERROLL
The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. 1 1/2 sizes.

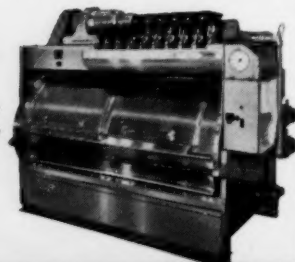


Genuine TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof. Made for power, precision stapling.

Write for Free Booklets on TEMPORARY IDENTIFICATION
TEXTILE MARKING MACHINE CO., Inc. 246 WALTON ST. ITHACA 2, N. Y.

ROBOT

FULLY AUTOMATIC
WASHERS FOR
THE HEART OF
YOUR LAUNDRY



ROBOT LAUNDRY MACHINERY SALES

DIVISION OF THE WOLF COMPANY

Chambersburg, Pa.

Obituaries

Laurence L. Duff, 59, owner of Valley Steam Laundry Company, San Diego, California, died after a long illness. A veteran of World War I, he was a Mason and a member of Imperial Valley Knights Templar. Survivors are his widow and three sons.

Daniel L. Eibeck, 77, former operator of Ace Laundry, Peoria, Illinois, died recently. Mr. Eibeck retired from business two years ago. He was a member of South Side Business Men's Club. His wife and three sisters survive.

Edward L. Histed, 50, proprietor of the Hi-Speed Laundry at 420 Eddy St., Ithaca, New York, died recently. A Mason, Mr. Histed was a member and past president of East Hill Merchants Association and the Kiwanis Club. Survivors are his wife, two daughters, a son, and his mother.

Solomon Kohner, 87, operator of Progressive Laundry Company, Cleveland, died recently. His widow and two sons survive.

George S. Leachman, 93, founder of the Dallas, Texas, laundry firm that bore his name, died recently at his home. He was the father of Thomas G. Leachman, Sr., of Monarch Laundry. Active in civic affairs, he served on the Dallas Park Board and for two years was president of the South Dallas Improvement Association. Mr. Leachman was also a member of the Knights of Pythias, the Dallas Athletic Club and the Lions Club. Survivors are his wife, two sons and three daughters.

Abe Seifer, former president of Champion Laundry Company, Chicago, died in Los Angeles on March 6. For over 30 years Mr. Seifer was active in the laundry business in Chicago. His widow, two daughters and three grandchildren survive.

Louis B. Shipper, president of the Linen Service Council of New Jersey, passed away on March 21. His wife survives.

Frank J. Waddell, Jr., 37, who has been associated with his father in the operation of Waddell's Laundromat, 301 Genesee St., Rochester, New York, died suddenly. A veteran of World War II, he was a member of the Liederkranz Club. Survivors are his wife, father, three sisters and one brother.

Doug Williams, president of DuRite Laundry, Albany, New York, died on March 6 after a brief illness. For many years he supported the Central New York Laundryowners Association and at the time of his death was its president. Active in civic and community affairs, he belonged to the Albany Lions Club, serving on the board of directors, was active in the Blind Seal campaign, and was one of the originators of the Sight Conservation Society of Northeastern New York. A Mason, Mr. Williams was also a director of the Albany YMCA, Albany Boys Club and the Albany Convention and Visitors Bureau.

He is survived by his wife, a daughter and two stepsons.



FAMOUS LAST WORDS:

“it may never happen”

True—and let's hope it never does. But the moment when we're least expecting it would be the best moment for an aggressor to attack. And the atom bomb isn't the only emergency that may hit us. Fires, floods, explosions, tornadoes also strike with little or no warning. Be ready for disaster, whatever form it takes. Do these simple things TODAY:

- ☐ Enlist the help of your local Civil Defense Director.

- ☐ Check contents and locations of first-aid kits.
- ☐ Send staff to Red Cross courses. They may save your life.
- ☐ Promote preparedness in your community. Your local CD Director can show you how.

Set the standard of preparedness in your plant city—check off these four simple points NOW.



STARCHROOM LAUNDRY JOURNAL



CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3016. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 226th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9553-2

PARTNER'S DEATH FORCES SALE of plant in south California, doing over \$6,000 per week. Fair equipment, fine building, fine locality with future. Excellent spot for linen supply and/or industrial. Good terms to responsible people. Reply: Box 507, STARCHROOM LAUNDRY JOURNAL. -2

Profitable laundry and drycleaning plant for sale. Located in stable Illinois community. Drawing population 40,000. Established 38 years. Good equipment. ADDRESS: Box 539, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY PLANT IN MID-ATLANTIC SEABOARD STATE. GROSS OVER \$360,000. COMPLETELY EQUIPPED WITH MUCH NEW EQUIPMENT. PRICE INCLUDES BUILDINGS, LAND, TRUCKS, EQUIPMENT AND LAND FOR EXPANSION. ADDRESS: Box 478, STARCHROOM LAUNDRY JOURNAL. -2

SMALL LAUNDRY in eastern Nebraska. Excellent opportunity for couple working together. Yearly volume \$16,000. Priced to sell at \$20,000 complete or \$12,000 without the building. Three-room apartment included. A. L. Dickerson, 406 W. Nebraska St., Blair, Nebraska. 541-2

For Sale—Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years. Modern equipment. For complete details and terms write: Buhl Laundry & Dry Cleaners, Buhl, Idaho. 464-2

Cleaning, laundry and linen supply in Middle West, \$1,500 to \$1,800 per week. \$50,000, \$20,000 will handle, including real estate. Reply to Box 516, STARCHROOM LAUNDRY JOURNAL. -2

HAND LAUNDRY for sale—\$500 weekly business and up. Well established. Good transit trade. ADDRESS, Box 565, STARCHROOM LAUNDRY JOURNAL. -2

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-4545, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL. -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. ADDRESS: Box 9972, STARCHROOM LAUNDRY JOURNAL. -3

WANTED TO BUY:—Pleating machines. Will pay reasonable price. Robert Winslow, Bruce Street, Littleton, Mass. 458-3

DYEING

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Ill. 314-12

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.,** 36 Pleasant Street, Watertown, Mass. 3240-38

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1928-37

FLEXIBLE STEAM HOSE

FLEXIBLE STEAM HOSE:—Replacements for all makes and models of pressing machines. Immediate delivery. **FLEXIBLE STEAM HOSE CO.,** 5317 Niles Street, Skokie, Illinois. 504-40

POWER PLANT EQUIPMENT FOR SALE

54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

2—CLAYTON 25 H.P. OIL-FIRED BOILERS, LESS THAN FIVE YEARS OLD. GOOD FOR 100 POUNDS STEAM PRESSURE. COMPLETE WITH RETURN PUMPS. NEW YORK RIGGERS, 810 MEERER AVE., BROOKLYN, N. Y. 456-36

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

MISCELLANEOUS

100 TALON PANTSZIPPERS \$11.50. BARGAINS IN BUTTONS—also ocean pearl. Complete line of tailor trimmings, sewing supplies. Ask for wholesale price list. Nassau Notionhouse, Nassau, N. Y. 567-8

SITUATIONS WANTED

Twenty years in laundry field, American Institute of Laundering graduate. Five years as salesman and demonstrator with national distributor of laundry supplies. Complete knowledge of plant operation. ADDRESS, Box 560, STARCHROOM LAUNDRY JOURNAL. -5

Laundry manager available at once. Lifetime experience. ADDRESS: Box 530, STARCHROOM LAUNDRY JOURNAL. -5

Superintendent or manager, twenty years successful laundry experience. Fully conversant with incentive methods, production control, etc., Twelve years with one plant, averaging over \$8,000 weekly. Married, age 49, college and laundry graduate. ADDRESS: Box 537, STARCHROOM LAUNDRY JOURNAL. -5

Tired of Having All the Responsibility of Operating Your Plant? Why Not Take on a Hard Working, Sales Minded, Capable General Manager? Full Information Exchanged in First Letter. ADDRESS, Box 568, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

Wanted, experienced laundry superintendent, permanent position, rapid advancement. Apply Shreveport Laundries, Inc., Box 1587, Shreveport, Louisiana. 544-7

LAUNDRY MANAGER (male) wanted to operate laundry for 875-bed municipal general hospital. Applicant must have had at least five years successful laundry experience of which three years must have been in a supervisory capacity. Formal training valuable and may be substituted in part for experience. Applicant must have a thorough knowledge of efficient laundry processes, distribution, personnel practices, etc. Salary range \$5,183 to \$5,578. Age, 26 to 45. Successful applicant will be required to operate present laundry during construction of new plant scheduled to begin in May, 1954. For further information please contact Civil Service Commission, City of Cincinnati, Cincinnati 2, Ohio. 546-7

Laundry superintendent: New building and machinery. Fast-growing Pacific Northwest town. Excellent wage and productive bonus. Requires complete knowledge of industry with superintendent experience and ability. Age 30 to 45. Write detailed personal information, complete employment history, and references, first application. **ADDRESS** Box 547, **STARCHROOM LAUNDRY JOURNAL**. -7

Administrative assistant for progressive laundry supply firm. Must understand and enjoy latest routine office procedures and understand supply problems. Knowledge of equipment sales helpful. Good opportunity for right man. Scientific Supply Co., Denver. 548-7

SUPERINTENDENT, capable of supervising modern, quality laundry and cleaning plant with 56 employees. I need a well-qualified man, with proven record, who is a **LEADER** and has the know-how of successful operation, as this is a growing plant with unlimited possibilities. Salary commensurate with results. Modern Rhode Island plant. **ADDRESS**: Box 538, **STARCHROOM LAUNDRY JOURNAL**. -7

ASSISTANT TO MANAGER of sales and service. Large laundry and drycleaning plant in Eastern city requires man with proved experience in sales leadership and promotion. An unusual opportunity for a person who can hold and develop sales with route and drive-in personnel, and promote good public relations for this long established firm. State qualifications, interests and experience in detail. Indicate salary desired. **ADDRESS**, Box 559, **STARCHROOM LAUNDRY JOURNAL**. -7

SALESMEN WANTED

SALESMEN—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 2432 Grand Concourse, New York 58, N. Y. 489-14

SALESMAN OR DEALER TO HANDLE AS A SIDE LINE COMPLETE STOCK OF SECOND HAND LAUNDRY AND CLEANING MACHINERY. EXCELLENT OPPORTUNITY. ADDRESS: Box 549, STARCHROOM LAUNDRY JOURNAL. -14

MACHINERY FOR SALE

For Sale: One American Tiltor four-girl shirt unit, in every way complete, presses in very good condition, price \$800. One—40# Manitowoc synthetic recovery 36 x 30 inch tumbler, motor drive, 220 volts, three phase, 60 cycles, used less than two years. In excellent condition, price \$500. Harold Stegmiller, distributor for the Prosperity Co., Moline, Ill. 570-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6910-4

4 Tumblers, Ellis Drier Company, 48x120" motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 10 CLASSIFICATIONS, 99 BUNDLE NUMBERS, 999 LOT NUMBERS, CAPACITY UP TO 99 1/2 POUNDS and \$99.99. MODEL A-2297 (4) ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 4035-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1-COMPARTMENT, 1-DOOR, MOTOR-DRIVEN, 30 x 48", 28 x 33", 24 x 36", 24 x 24". REBUILT LIKE NEW. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 4335-4

40" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 4800-4

48" Purkett shakeout tumbler, 24" American No-Effort handkerchief press, 220V, 3 phase, 60 cycles, good condition. Manheim Laundry, 5344 Germantown Ave., Philadelphia 44, Pa. 499-4

800 KEY-TAG BARS with 6 OR MORE 5" PINS ON SAME. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 315 Ten Eyck Street, Brooklyn 6, N. Y. 232-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim, also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621.** 188-4

60" ZEPHYR and 60" HOFFMAN OPEN-TOP EXTRACTORS WITH MONEL AND STAINLESS-STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 506-4

42" x 96" AMERICAN CASCADE UNLOADING WASHER WITH FULL AUTOMATIC CONTROLS. MONEL METAL, TWO-POCKET, SELF-DUMPING, INSTALLED NEW IN 1946. PERFECT CONDITION. ALSO ONE NEW ROYAL STARCH MACHINE, ONLY USED TWO WEEKS. IDEAL LAUNDRY & DRY CLEANERS, INC., ROANOKE, VA. 584-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

You Can Depend On PRODUCTS ADVERTISED
in
STARCHROOM
LAUNDRY
JOURNAL

When you order by trade name the supplies and equipment described in advertisements in this magazine, you know the manufacturers are prepared to stand behind them. This is your assurance of quality and performance.

MACHINERY FOR SALE (Cont'd)

44 x 120 TROY MONEL WASHER 24 pockets, belt-driven, perfect condition. **D'ANGELO & ASH, Inc.**, 301 Beach 71st Street, Arverne, New York City, N. Y. Belle Harbor 5-3229. 550-4

42 x 36 AMERICAN CASCADE WASHER, 2 pockets, motor-driven, outstanding value. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, Belle Harbor 5-3229. 551-4

EXTRACTORS ALL SIZES AND MAKES from 17" to 48" belt or motor drive. Bargains. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, N. Y. Belle Harbor 5-3229. 552-4

54 x 120 TROY OLYMPIC MONEL WASHER 24 pockets, motor-driven, excellent condition. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, N. Y. Belle Harbor 5-3229. 553-4

48 x 126 AMERICAN MAMMOTH MONEL WASHER 9 pockets, motor-driven. Tremendous capacity at minimum investment. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, N. Y. Belle Harbor 5-3229. 554-4

8-ROLL 120" AMERICAN, motor-driven, years of satisfactory service left in this fine machine. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, Belle Harbor 5-3229. 555-4

IRONERS—2 ROLLS, 4 ROLLS, 6 ROLLS American, Smith-Drum and Troy, rebuilt, every one a bargain. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, N. Y. Belle Harbor 5-3229. 556-4

42 x 84 AMERICAN NORWOOD CASCADE 2 pockets, motor-driven. Very late model at a big saving in price. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, Belle Harbor 5-3229. 557-4

54" AMERICAN NOTRUX EXTRACTOR, ALSO 50" SIZE. Modern labor-saving machines, can be bought cheap. **D'ANGELO & ASH**, 301 Beach 71st Street, Arverne, New York City, N. Y. Belle Harbor 5-3229. 558-4

2-ROLL 100" COLUMBIA and 120" RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. **CUMMINGS-LANDAU Laundry Machinery Co.**, 307 Ten Eyck St., Brooklyn 6, N. Y. 329-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. **PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES.** VERY REASONABLY PRICED. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES. EXCELLENT MECHANICAL CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 48" AMERICAN 3 Y COMPARTMENT 3-DOOR MONEL METAL MOTOR DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

1—Double Asher ironer; 1—American Tiltor 4-girl shirt unit; 1—Huebsch handkerchief ironer; 1—National Cash Register; 1—Ames 75 K.W. engine generator, 3 Ph., 220 V, 60 cycle, with voltage regulator and all instruments in perfect condition; 1—45" x 36" Stack 5/16" thick, 4 years old; 1—General Electric motor; 1—Westinghouse motor R.P.M. 1750. All above machinery were very well maintained and all are in good operating condition. Please contact: Mr. David S. Borius at Royal Laundry Service, Inc., 700 South 15th Street, Newark 3, N. J. Essex 3-3400. 534-4

EXCEPTIONAL BUY: PROSPERITY SHIRT UNIT, 3-girl, latest type with cabinet sleeve and automatic folder. Will sacrifice for \$5,500. Cost new \$7,900. Used only a few months. **Royce-Superior Laundry**, 21 Clinton St., Springfield, Mass. 561-4

LIQUIDATION SALE KKK LAUNDRY, 1151 61 St., Brooklyn, N. Y. **ALL EQUIPMENT AT SACRIFICE PRICES, MONEL WASHERS**, 6- and 8-roll **IRONERS**, 48", 60" and 50" **NOTRUX** Extractors, tumblers, shirt units and apparel presses, 5,000 gal. **P. & K. HOT WATER HEATER, COPPER-LINED**, 2 **UNIFLOW** engine generators, 187 KVA and 100 KW, **KEELER** boiler, 300 H.P., oil, 150 lbs. W.P., **NCR** laundry business machine, electric adding machine, many items too numerous to mention in this issue. **WRITE, WIRE OR PHONE** complete list, **WILLIAMS LAUNDRY MACHINERY CO.**, sole liquidators, 37-37 9th St., Long Island City 1, N. Y. **STILLWELL 6-6666**. 562-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—**AMERICAN NORWOOD** 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPENTOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers, Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

1—Metal ventilating canopy for 8-roll 120" American #3118 slanting frame type ironer. Equipped with two suction blowers. Purchased in 1949. Good condition. 220 volt, 3 phase, 60 cycle, 1/4 H.P. Size 11' x 12'. **SELL FOR . . . \$500. ADDRESS: Box 542, STARCHROOM LAUNDRY JOURNAL.** -4

1—Metal ventilating canopy for 8-roll 120" American Streamline ironer #3118. Good condition. 220 volt, 3 phase, 60 cycle. 1/4 H.P., size 11' x 12'. Equipped with two suction blowers. Purchased in 1949. **SELL FOR . . . \$500. ADDRESS: Box 543, STARCHROOM LAUNDRY JOURNAL.** -4

One Model 20-MF-12 Master Shirt Folder, Esquire Laundry & Dry Cleaners, 3239 Troost Avenue, Kansas City, Mo. 545-4

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. **Baehr Laundry Machine Company**, 29 Calumet Street, Newark 5, N. J. 2240-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

6 AMERICAN 10- and 20-POUNDER, 2-COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

TROY and AMERICAN LATE TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single-roll flatwork and small-piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

9-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" **ROBOT** two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3129 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763. 9628-4

It Pays To Shop American For Used Equipment

Factory Rebuilt Machinery Put in Top Working Condition by American Experts...Guaranteed For 6 Months!

The exact machine you're looking for is waiting for you at American! Our huge selection includes laundry and dry cleaning equipment of all types and sizes—large and small volume, manually operated to completely automatic.

American designs and builds the highest quality laundry and dry cleaning machinery—so naturally our expert engineers and machinists know how to rebuild equipment for maximum dependability and output. American also has available for your inspection many bargains in "As Is" equipment. Whatever you need—American has it. Shop American first.

Washers
Extractors
Tumblers

Ironers

Presses
Shirt Finishing
Units



The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI, OHIO

MACHINERY FOR SALE (Cont'd)

AMERICAN 4-roll flatwork ironer with 2-speed motor, 3 Fletcher 50" **TWINTAINER** extractors with 2 sets baskets each, several Prosperity 2-girl PC shirt units, Purkett shakeout tumblers, one with and one without heat, several 24 BC and M-60 Bock extractors, American 30" 220/3/60 extractor, 3-roll flatwork ironer rebuilt like new, cheap, irons both sides. **A GOOD BUY on NEW SPEEDY WASHERS**, Huebsch 20 and 25" handkerchief ironers, large lot Huebsch tumblers. **WASHERS** all sizes. **HUGHES LAUNDRY MACHINERY**, 14401 Ford Road, Dearborn, Michigan. 518-4

For Sale: Prosperity 2-girl shirt unit in very good condition. Sweet-Clean Laundry & Dry Cleaning Co., 6710 Lexington Ave., Cleveland 3, Ohio. 529-4

48" AMERICAN OPEN-TOP EXTRACTOR, SERIAL #3381 M 31669, PURCHASED NEW 1947, USED PART-TIME IN INDUSTRIAL OPERATION, NO LONGER REQUIRED. EXCELLENT CONDITION. WRITE: Box #533, STARCHROOM LAUNDRY JOURNAL. -4

ONE FORMATIC automatic shirt press, three years old, excellent condition. **TROY LAUNDRY CO., PORT HURON, MICH.** 532-4

Used heated Purkett 48" shaker equipped with two A.C. motors. Priced to sell, \$650. **DUDLEY LAUNDRY COMPANY, NORFOLK, NEBRASKA.** 525-4

PROSPERITY 100 lb. open-end washer. American 42" by 84" Cascade washer. **AMERICAN 42" by 96" Norwood cascade washer.** American 54 Notrux. **FLETCHER 50** unloading extractor. **TROY 30** extractors. **ZEPHYR 48** extractors. **AMERICAN 51** garment presses, foot- and air-operated. **IG. WEINGARTNER & SON, INC., 4738 EASTON AVE., ST. LOUIS, MISSOURI.** 563-4

AMERICAN 51 foot-operated presses, new in crate. 100" return type single roll ironer. 20 H.P. **CURTIS** model C air compressor. **Whillock 54" by 144" closed type hot water heater.** **IG. WEINGARTNER & SON, INC., 4738 EASTON AVE., ST. LOUIS, MISSOURI.** 564-4

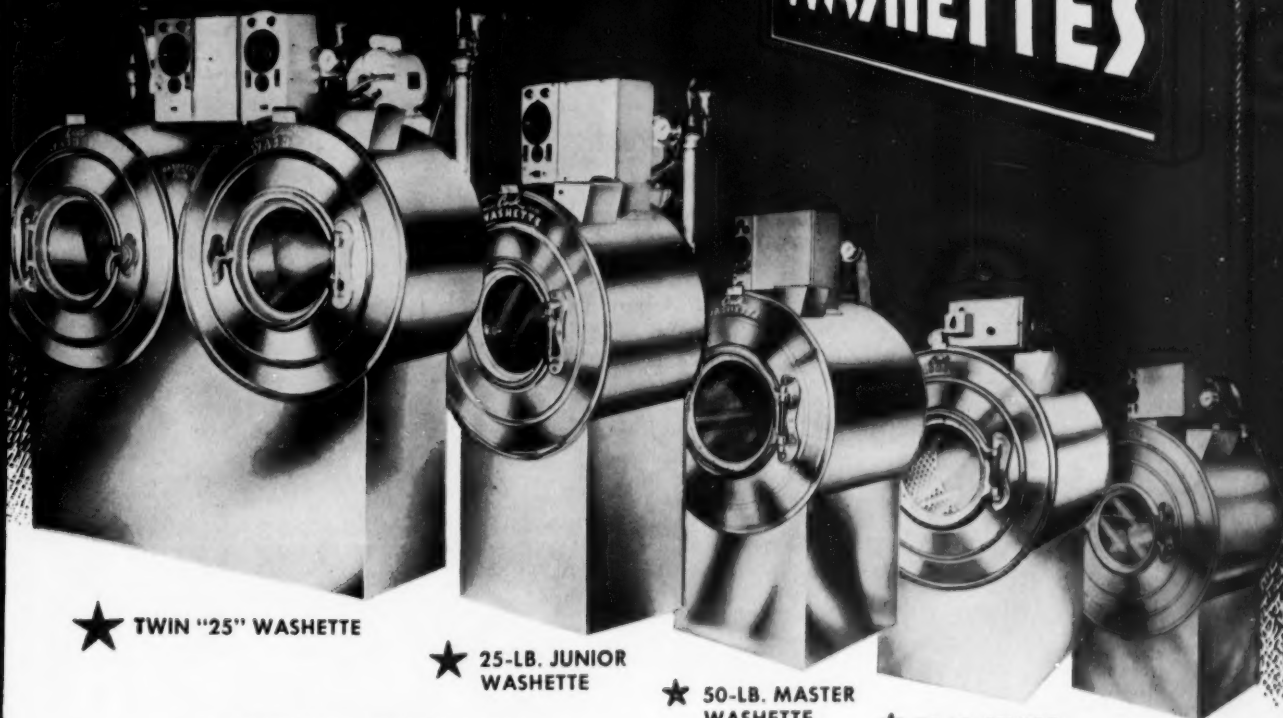
COMPLETE SHIRT UNIT FOR SALE, MODERNISTIC, PRACTICALLY NEW. ADDRESS, Box 566, STARCHROOM LAUNDRY JOURNAL. -4

FOR SALE. SIX-ROLL AMERICAN IRONER in excellent condition. Price reasonable. Write, **ADDRESS, Box 569, STARCHROOM LAUNDRY JOURNAL.** -4

Advertisers in This Issue

| A | | G | | R | |
|---|-------------|--|----|--|----|
| Ald, Inc. | 4 | Glover, Inc., Bill | 21 | Risdon Manufacturing Co., The | 88 |
| Allegheny-Ludlum Steel Corp. | 63 | | | Robot Laundry Machinery Sales, Div. of The Wolf Co. | 92 |
| American Laundry Machinery Co., The | 38-39, 97 | | | | |
| American Telephone & Telegraph Co. | 24 | | | | |
| Applegate Chemical Co. | 90 | | | | |
| Armstrong Machine Works | 71 | | | | |
| B | | H | | S | |
| Barber-Colman Co. | 59 | Hammond Laundry-Cleaning Machin- ery Co. | 13 | Sarco Co., Inc. | 69 |
| Beach Soap Company | 3 | Hoffman Machinery Corp., U. S. Fourth Cover | | Singer Sewing Machine Co. | 57 |
| Behrstock Co., L. | 91 | Huebsch Manufacturing Co., Div. of The American Laundry Machinery Co. | 45 | Smith Inc., X. S. | 77 |
| Benwall Manufacturing Co., Inc. | 31 | Hungerford & Terry, Inc. | 72 | Solvay Process Division, Allied Chemical & Dye Corp. | 60 |
| Bishop Company, G. H. | 7 | Huron Milling Co., The | 53 | Southern Mills, Inc. | 1 |
| Bock Laundry Machine Co. | 90 | | | Starchroom Laundry Journal .. 66, 93, 95 | |
| C | | I | | Super Laundry Machinery Co., Div. St. Joe Machines, Inc. | 49 |
| Carman & Co., Inc. | 17 | Ingersoll-Rand Co. | 74 | | |
| Chandler Machine Co. | 86 | Iselin-Jefferson Co., Inc. | 87 | | |
| Chevrolet Motor Division of General Motors Corp. | 20 | | | | |
| Chicago Dryer Co. | 25 | | | | |
| Cissell Manufacturing Co., Inc., W. M. | 61 | | | | |
| Classified Department | 94-97 | | | | |
| Clinton Foods Inc. | 23 | | | | |
| Colgate-Palmolive Co. | 48 | | | | |
| Cook Machinery Co., Inc. | Third Cover | | | | |
| Cowles Chemical Co. | 33 | | | | |
| Cummings-Landau Laundry Machin- ery Co., Inc. | 55 | | | | |
| D | | J | | T | |
| Daniels, Inc., C. R. | 92 | Jones Co., C. Walker | 81 | Taubman & Co., Samuel | 92 |
| Darnell Corp., Ltd. | 80 | | | Telecoin Corp. | 89 |
| Dewey-Shepard Boiler Co. | 74 | | | Textile Marking Machine Co., Inc. | 92 |
| Dow Chemical Co., The | 5 | | | Tingue, Brown & Co. | 82 |
| Dubliffe Collar Co. | 86 | | | Troy Laundry Machinery | 8 |
| Du Pont de Nemours & Co., Inc., E. I., Textile Fibers Dept. | 79 | | | | |
| E | | K | | U | |
| Elgin-Refinite Div. of Elgin Softener Corp. | 75 | Keever Starch Co., The ... 2nd Cover, 37 | | Unipress Co., The | 27 |
| F | | Key-Tag Checking System Co., The .. | 90 | U. S. Hoffman Machinery Corp. Fourth Cover | |
| Fletcher Works | 83 | | | Utility Truck Distributors, Inc. | 42 |
| | | L | | W | |
| | | Leef Bros., Inc. | 58 | Western Laundry Press Co. | 35 |
| | | Lever Brothers Co. | 28 | Westinghouse Air Brake Co. | 47 |
| | | Lincoln Bag Co., Inc. | 65 | Wilson Chemical Co., A. L. | 43 |
| | | | | Wyandotte Chemicals Corp. | 51 |
| | | Mc | | Y | |
| | | McLay Co., Walter J. | 92 | Yarnall-Waring Co. | 73 |
| | | N | | Z | |
| | | Nashua Corp., Sure-Hold Div. | 29 | Zuckerberg Co., The | 88 |
| | | Nashua Textile Co., Inc. | 90 | | |
| | | Nicholson & Company, W. H. | 74 | | |
| | | P | | | |
| | | Pantex Manufacturing Corp. | 15 | | |
| | | Pellerin Milner Corp. | 91 | | |
| | | Pinnacle Products Corp. | 41 | | |
| | | Purkett Manufacturing Co. | 85 | | |

Cook WASHETTES



★ TWIN "25" WASHETTE

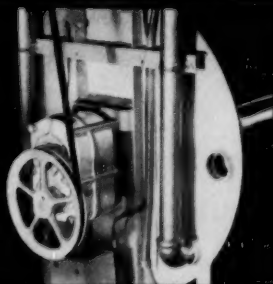
★ 25-LB. JUNIOR WASHETTE

★ 50-LB. MASTER WASHETTE

★ 75-LB. SENIOR WASHETTE

★ 100-LB. CENTURY WASHETTE

- ★ GARLOCK WATER SEAL
- ★ BRASS DOOR AND HARDWARE
- ★ STAINLESS STEEL WITH ALL-WELDED CONSTRUCTION
- ★ FURNISHED IN MANUAL, SEMI-AUTOMATIC, AND FULLY AUTOMATIC



The DODGE DIRECT REDUCING GEAR
This new reducing gear increases efficiency with less friction and motor strain. The mounting arrangement requires no flexible couplings or costly adjustments.



The COOK EXTRACTOR
The Cook Extractor is available in 20 and 26 inch models—stainless steel constructed with Hamilton basket—now featuring a new safety device which prevents cover from opening while the basket is spinning.



The COOK ALL-PURPOSE LAUNDRY CART
The stainless Steel basket lifts free of tubular aluminum frame for easy emptying. The cart is mounted on swivel type casters for maneuverability. Capacity 25 lbs. Height 33 inches.



The QUICK CHANGE FORMULA DIAL
In 20 seconds or less you can change the formula on a Cook Washette as easily as winding your watch. Cook offers six standard dials with two or more formulas on each dial.

See your
COOK DISTRIBUTOR
today.

Acclaimed
**BY OLD TIME
 PRESSERS —**

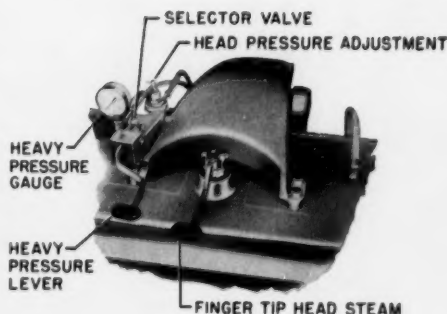
*"The Press that Comes Closest
 to duplicating their Master Skill
 in Applying Pressure to Garments"*

**THE
 HOFFMAN**
Aero-draulic

With "Aero-draulic" pressing, your pressers have at their finger-tips any degree of working pressure for individual garments. Yet, they are spared the repeated effort that brings afternoon fatigue and slows down production. That's because the "Aero-draulic" uses both air and hydraulics to close the head and apply correct pressure instantly, exactly (the way master pressers did with body weight, hand and leg motion). Quick, simple adjustments for "patting," steaming, heavy pressure (see illustration). Get all the "Aero-draulic" facts from your Hoffman representative today.



**Finger-Tip
 Operation
 Ends Forever
 Your Pressers'
 Afternoon Fatigue**



Hoffman



U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3. N. Y.

**CANADIAN HOFFMAN
 MACHINERY CO., LTD.
 126 DUNDAS ST. W., TORONTO, ONT.**